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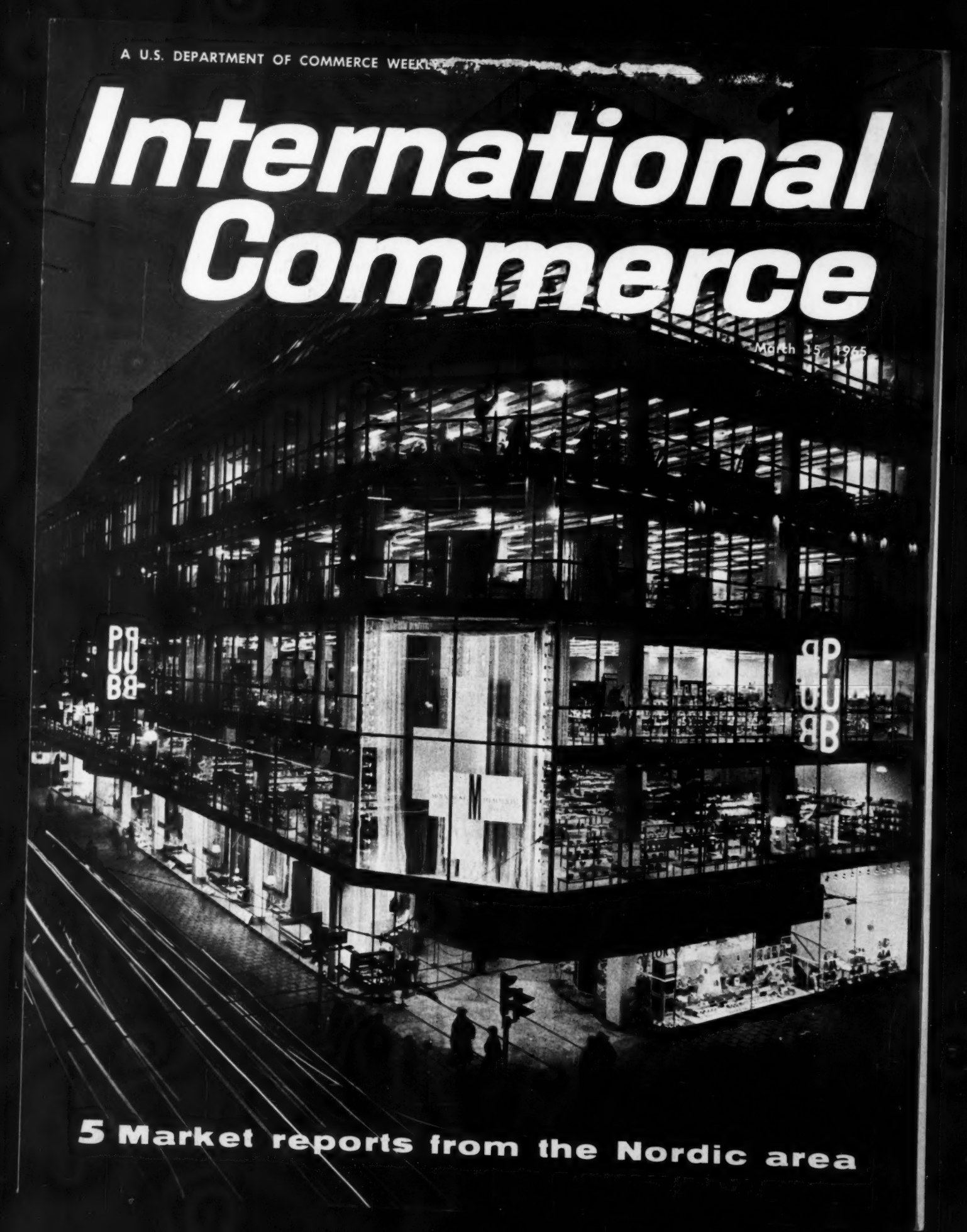

5 Market reports from the Nordic area

Business Bulletins *from around the world*

BELGIUM—Total BLEU imports for first 10 months 1964 reached $4,873 million, 16.1% above comparable 1963 period. Imports from U.S. valued at $427 million, up 11.1%. U.S. market share slips to 8.8% from 9.2% in earlier period.

FRANCE—Rolls-Royce and Turbomeca agree on joint development of new twin spool jet engine of 4,200 pounds basic thrust; 6,400 pounds with afterburner. Engine to compete with recently announced SNECMA-Bristol Siddeley Mars 45 project. Both teams intend to develop four versions of their engines for future generations of light, medium civil transport.

GREECE—Parliament passes law authorizing Greek Industrial Development Bank (ETVA) to establish, operate industrial zones in Athens, Thessaloniki, Patras, Volos, Cavalla, Heraklion, eventually other areas. Facilities within zones may be leased to private interests for up to 99 years. Only specific industrial site designated so far is at Nea Carvali near Cavalla; plans for Nea Carvali include phosphate fertilizer plant, port modernization, fishing wharf, water aqueduct, improved roads, new electrical facilities.

GUATEMALA—New Texaco refinery, located just beyond Escuintla, starts full scale production. Range of petroleum products, derived from imported crude oil, includes regular, premium gasoline, diesel fuel, liquid petroleum gas, bunker #6 fuel oil, kerosene, jet fuel. Total production, estimated at 9,000 barrels per day, of this nearly $10 million investment to be consumed here.

IRAN—Contract signed between National Iranian Oil Company (NIOC) and U.S.-German consortium to construct oil refinery at Tehran. Refinery, which will have daily refining capacity of 80,000 barrels of crude, scheduled to be completed in 30 months. U.S. principal in consortium is Fluor International, Los Angeles. New 473-mile pipeline from Ahwaz to supply Tehran refinery with crude. Pipeline now being laid jointly by U.S. firm, Williams Bros., and French firm, Entrepose. Approximately half the pipeline to be laid by Williams Bros., while Entrepose will lay other half, in addition, build light pumping stations.

IRELAND—Irish Refining Co., Ltd., plans to expand refinery at Whitegate in Cork Harbour.

Expansion, to cost $8.4 million, will increase country's present petroleum refinery capacity from 1.9 million tons annually to 2.5 million tons by 1966. Work on project to start this summer. Irish Refining is jointly owned venture of British Petroleum-Shell, Esso, Caltex.

MALAYSIA—Singapore's construction boom still going full steam; factories making building materials assured promising domestic market. Factory to produce ceramic face bricks, said to be largest, most modern brickworks in Southeast Asia, opened at Jurong Industrial Estate. Factory to have annual capacity of 24 million high quality face bricks of assorted sizes, colors, and vitrified clay pipe, other ceramic construction material. Firm is joint venture between Australian and local capital.

NETHERLANDS—Greyhound Corp. and Verenigde Auto Vervoer Ondernemingen van Iperen en Verhoef (Vavo) of Schoonhoven establish joint-venture, Vavo-Greyhound N.V. Agreement marks Greyhound's first venture into European market.

Celanese Corp. of America and Koninklijke Zout-Ketjen N.V. of Hengelo set up new firm, Konam N.V., to manufacture organic chemicals in plant to be built in Europoort area.

January-November 1964 imports from the U.S. totaled $707 million, 22% increase over like period 1963. U.S. market share was 11% compared with 10.6% in first 11 months of 1963.

Crude oil production for 1964 totaled 2.268 million metric tons, 2% over 1963.

NIGERIA—Federal Government plans expansion of mineral exploration activities in many parts of country this year. Work to be carried on by experts from Canada, Great Britain, Italy using modern techniques including aeromagnetic surveys.

PARAGUAY—New wood products plant, Salay & Cia, representing investment of about $270,000, will produce plywood, parquet flooring, laminated wood, other wood products. Second similar plant, Fassardi, S.A. under construction, while machinery for third sought by La Industrial Paraguaya.

PERU—1964 reported as greatest trade year in history as exports soared to $667 million, 23% increase over 1963. Main reason for increase in exports was high international prices for non-ferrous metals, fishmeal exports, coupled with record output in both industries. Imports also rose to a new high level (about $580 million) but at 4% rate. High duty rates may have prevented larger imports. Preliminary estimates indicate that exports, imports both should increase by 5-10% in 1965.

PORTUGAL—Two electronic factories, Japanese and German, under construction in Braga. Japanese plant to manufacture 24,000 transistor radios, 12,000 television sets a year. German plant to manufacture transistor radios, television sets, electric articles for domestic use. Most of German plant's output is for export. Both plants scheduled to begin operations next October.

SPAIN—All citrus exports suspended. Freezing temperatures throughout citrus zone caused damage to fruit and trees. Temperature reached six degrees below zero centigrade. Almond crop lost in certain areas.

UNITED KINGDOM—Express Dairy Co. announces development of method of processing milk to assure long-term preservation. Milk processed by this method claimed to be kept, unrefrigerated, for six months in any climate. Firm already has pilot plant for project in London, Manchester; ready to go into commercial production, eventually, exports.

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the cover

Pub's department store in Stockholm presents a striking night appearance at busy intersection of Kungsgatan and Drottrunggatan. Architects were Tore and Erick Ahlsen. Cover photo and many in the Trade Center and market report stories (pages 2-29) were provided by the Swedish Information Center in New York.

International Commerce

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March 15, 1965 Volume 71, Number 11

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ANOTHER TRADE CENTER

Beacon for Nordic buyers

New U.S. merchandise mart opens in heart of Stockholm's business community

By MARGARET HANSON
Staff writer

A shiny new merchandise mart for U.S. products is opening today (March 15) in Stockholm.

At Vasagatan 11, in the heart of the Swedish capital's business community, the newest U.S. Trade Center will be a beacon for buyers throughout Europe's Nordic area.

A permanent display facility where merchants and manufacturers from the United States will show, demonstrate and sell their goods, the Center is only a few minutes' walk from the city's banks, stores, hotels and railway station.

Sixth Center

This is the sixth such Center established by the Commerce Department's Bureau of International Commerce in leading world market areas. The new overseas show window will serve the Norwegian, Danish and Finnish markets as well as the Swedish. Other Centers are operating in London, Bangkok, Frankfurt, Tokyo and Milan.

Participating in today's opening ceremonies are Under Secretary of Commerce Franklin D. Roosevelt, Jr., and U.S. Ambassador J. Graham Parsons. Swedish and other Government officials and business leaders have been invited to attend.

The Stockholm Center, according to present plans, will stage eight to 10 product exhibits each year. The first, March 16-26, is a show of packaging machinery and equipment.

Between shows, the Center will be available for use of individual U.S. firms or Nordic area representatives of U.S. exporters.

Display space, 5,200 sq. ft.

Of the 12,850 square-foot area, exhibitors will have about 5,200 square feet of fully air-conditioned well-lighted display space, on the street level. Display windows are more than 195 feet long. Electricity is a.c., 3-phase, 50-cycle, 127/220 volts; 200 kilovolt-ampere power outlets are available.

Other facilities include conference rooms, a commercial library, businessmen's lounge, and projection equipment and space for showing slides and films. Reception services are provided to welcome, register and direct trade visitors to appropriate exhibits. Design, installation, and dismantling of displays by specialists also are provided. Interpreters are available.

Commercial services

The Stockholm Center will provide U.S. exporters with a variety of commercial services, ranging from supplying descriptive reports on Swedish firms to locating U.S. sources of supply for Swedish buyers. The U.S. commercial attache and his staff recently have moved from the Embassy to permanent quarters in the new mart.

Each show will be preceded by an advertising and market promotion campaign, reaching into the whole Nordic area. European buyers and representatives will be attracted to Stockholm through the efforts of neighboring U.S. Foreign Service posts in Western Europe.

Wallace Pederson, former commercial attache in Helsinki, is director of the Center. With the Government since 1939 and the Commerce Department since 1952, Pederson has been on the spot since last October.

Almost 200 members of the American Club of Stockholm, along with Ambassador Parsons, Swedish Minister of Commerce Gunnar Lange and others attended a preview of the facilities on Jan. 26. Club President Gunnar Rasmussen described the Center as "unbelievably functional and most impressive."

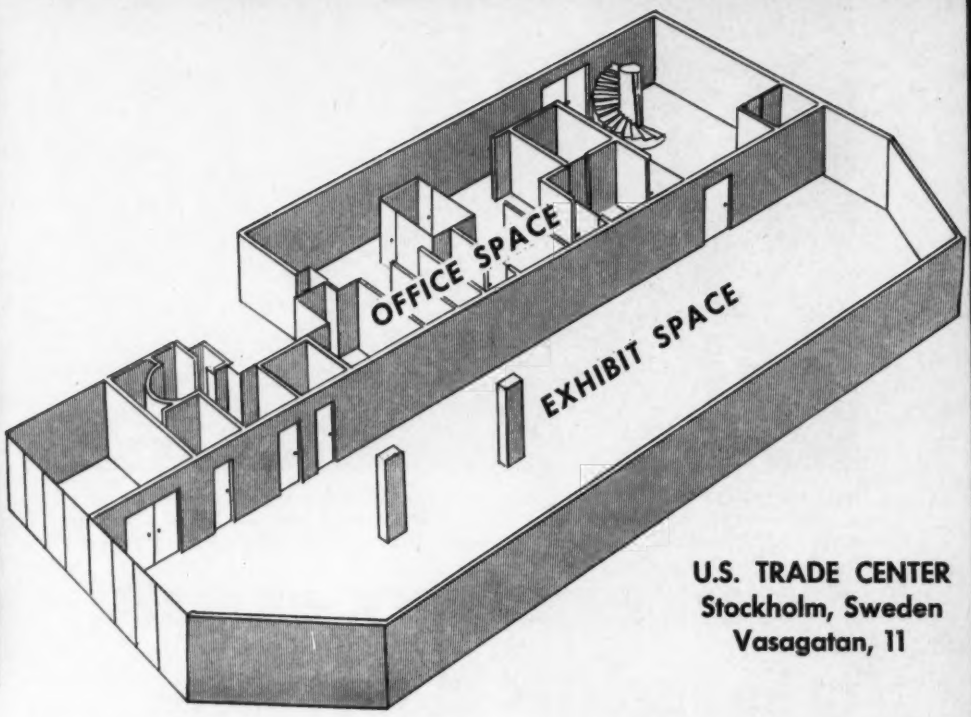
Trade Center in Stockholm

Exhibition schedule

- March 16-26—packaging machinery and equipment
- April 5-9—photo miniaturization (local)*
- April 25-30—wearing apparel (local)*
- May 18-21—apparel fabrics
- June 14-25—medical and surgical instruments
- Aug. 17-26—educational laboratories and systems (tentative)
- Sept. 21-Oct. 1—photographic equipment
- Oct. 20-29—commercial laundry and drycleaning equipment (tentative)
- Nov. 2-12—automotive maintenance and service equipment (tentative)

*From stocks of U.S.-made goods held abroad by agents of U.S. firms

CORNER LOCATION of newest U.S. Trade Center provides broad exhibit windows at street level.



U.S. TRADE CENTER
Stockholm, Sweden
Vasagatan, 11

Our newest overseas salesroom opens March 16

CONGRATULATIONS from Swedish Minister of Commerce, right, are extended to U.S. Ambassador J. Graham Parsons. Center Director Pederson on left. Below, Center's Commercial library, where literature from U.S firms is available to visitors.

PREOPENING PROGRAM included visits of local trade groups to inspect Center. Above, 70 members of Stockholm Junior Chamber of Commerce are briefed. Below, exhibit area looking toward front.

UNDER SECRETARY BRIEFED by members of the Packaging Machinery Manufacturers Institute prior to his departure for Stockholm for formal opening of Packaging Machinery show. Left, Eugene E. Lakso, Ira Gottscho, and on Roosevelt's left Edward L. Kuhn. Some Institute members are exhibiting.

Packaging machinery, equipment to be displayed at first show

By CLARK JONES

Staff Writer

Twenty American manufacturers stand poised and ready to carry their packaging machines and equipment into Scandinavia this week.

Their point of entry is the U.S. Trade Center in Stockholm, which formally opens its doors today (March 15.) The packaging machinery show, which starts tomorrow, will run through March 26.

These 20 firms should be able to convince the Swedes, Norwegians, Finns and Danes to buy their sealing machines, stencil cutting machines, automatic labelers and other products, says a market guide issued by the Bureau of International Commerce.

But competition will be keen, according to the guide, which indicates one out of five packaging machines used today in Sweden was sold and exported by a U.S. manufacturer.

There are three factors, however, which make the U.S. picture bright:

American equipment has a reputation for dependability. This the Swedes insist on.

U.S. manufacturers offer the latest in high-speed high-capacity machinery. This the Swedes want.

And U.S. manufacturers fill orders quickly and deliver on time. This the Swedes like.

Packaging is coming of age in Scandinavia—which includes 20 million customers for U.S. products—and the businessmen there are fully aware, the market guide says, of the impact of consumer packaging on sales, and of the need for newer, more efficient and higher-capacity specialty packaging machines.

And in Sweden, where the wage rate is relatively high and labor is in short supply, any single automatic machine which replaces two or three others will find excellent sales opportunities.

Mergers on way up

The market guide pointed to the trend toward company mergers as probably the most important factor influencing the packaging sales potential in Scandinavia. Mergers bring about more of a need for specialized machines.

The following machines have the best potential, according to the guide:

Filling, closing and sealing machines; labeling machines; automatic wrapping machines; high-capacity cartoning, unloading and case sealing machines; aerosol packaging; form-fill-seal machines; skin packaging; blister packaging; shrink film packaging; and vacuum, oxygen-free gas flush packaging equipment.

Sweden annually spends around $300 million on packaging and packing work, with two-thirds of this amount directly involved in the packaging trade. Of the latter amount about $100 million is spent on consumer packaging with the greater share in material and labor costs.

The food industry—meats, bakery, dairy and fruit packaging—has shown the most marked progress in packaging because it uses more and more self-service retailing. Packaging machines for this industry amounted to between $5 and $6 million, or 70% of total sales in 1963.

For metal packaging, the annual value of machines sold in Sweden is between $1.6 and $2 million.

Machines for processing of glass packaging account for an annual sale of around $600,000.

Form blowing machines for plastic container production are currently around $1.1-1.4 million, with about one-third of them for decoration purposes.

Form pressing machines account for annual sales of about $600,000.

Vacuum forming is growing in importance, but U.S. machines so far, the market guide says, have tended to involve too great a capacity so Sweden brings in machines from West Germany and Switzerland to the tune of about $300,000.

The 20 exhibitors are:

Abbott Machinery Division, Scranton, Pa.

Bartelt Engineering Co., Inc., Rockford, Ill.

Consolidated Packaging Machinery Corp., Buffalo, N.Y.

Doughboy Industries, Inc., New Richmond, Wis.

Ex-Cell-O Corp., Mt. Vernon, N.Y.

The Clark-Aiken Co., Lee, Mass.

General Electric Co., Milwaukee, Wis.

Goodyear International Corp., Akron, Ohio.

Adolph Gottscho, Inc., Hillside, N.J.

Island Equipment Corp., Miami, Fla.

The Kartridg-Pak Co., Davenport, Iowa.

Marsh Stencil Machine Co., Belleville, Ill.

George J. Meyer Mfg. Co., Worcester, Mass.

3M Co., St. Paul, Minn.

National Cash Register Co., Dayton, Ohio.

New Jersey Machine Corp., Hoboken, N.J.

Package Machinery Co., E. Longmeadow, Mass.

Resina Automatic Machinery Co., Inc., Brooklyn, N.Y.

Stein, Hall & Co., Inc., New York, N.Y.

Toledo Scale Corp., Toledo, Ohio.

Some of the products to be on display are rotary cappers, cutter-pliers, label printers, bag sealers, package bundlers, hot melt applicators, checkweighers, bakers, meat and produce wrappers.

FARSTA SHOPPING CENTER in Sweden is typical of country's modern marketplaces, with a variety of retail stores—supermarkets, cooperatives, chains.

Sweden a prime market

High living standards reflected in consumption patterns; imports increase 13%

By PAUL LEINENBACH
Bureau of International Commerce

Dynamic and prosperous Sweden offers an attractive market for U.S. exports.

Sweden's high standard of living results in a consumption pattern strikingly similar to that of the United States. For example, Sweden is second in the world in per capita ownership of telephones, first in Europe in per capita ownership of radios and automobiles and second in television sets.

Reflecting Sweden's industrial base, about 90% of gross national product (GNP) originates in nonagricultural activities. Accordingly, principal imports have been machinery, petroleum and fuel products, metal and metal products, chemicals, plastics and food products.

Economic climate favorable

GNP in 1964 rose by 5.5% to $15.2 billion (fixed prices), while industrial production, led by steel and lumber, rose by 7%. Stimulated by the continued economic prosperity, both imports and exports increased 13% over 1963.

Swedish imports of U.S. products reached a new high of about $386 million. The United States remained third largest supplier, following the Federal Republic of Germany and the United Kingdom. The majority of U.S. exports were engineering products, agricultural and tobacco commodities, textile fabrics, fuels, plastics, nonferrous metals and chemicals.

This year, predictions are for a continued but more moderate increase in GNP. A severe shortage of skilled labor has resulted from the prolonged period of economic expansion. With unemployment at less than 1%, vacancies have caused some plants to produce below maximum capacity.

To offset inflationary pressures, certain temporary credit restrictions will be continued. To expand production and to remain competitive in world markets, Sweden will have to rely more and more on labor saving equipment. This will offer bright sales opportunities for U.S. producers.

Increased imports also are predicted for consumer products designed for leisure time activities. These will include frozen and prepared foods, sport clothing and equipment, automobile accessories and automobile service facilities.

Tariff among lowest

Recognizing the importance of foreign trade to the Swedish economy, the Government has worked toward liberalization. The Swedish tariff level is one of the lowest in the world. Import licenses, presently required for motor vehicles, agricultural products, certain kinds of fish and gold, are freely granted.

Exporters of consumer goods will be pleased at the effective demand generated by Sweden's 7.7 million inhabitants. Sweden is the size of California, but 90% of the population—6.9 million consum-

ers—is concentrated in the southern third of the nation. This has resulted in a homogenous population with similar tastes and customs. For example, the official language, Swedish, is spoken by over 99% of the population—although English also is widely used throughout the nation, especially in the business community.

The similar temperatures in major cities during a season contributes to Sweden's market potential. Because of geographic concentration, the average summer temperature is identical in all major cities. In winter the average temperature varies among major cities by only six degrees. Thus the exporter may sell simultaneously to all major population centers, regardless of their location.

The small variation between the average summer temperature and the average winter temperature in the major trading areas also enlarges the market. The range between summer and winter is only 32 degrees, from an average January low of 29 to the average July high of 62. This small variation permits the sale of many year-round products.

Income distribution

Sweden's three main cities, Stockholm, Goteborg and Malmo, have average incomes markedly higher than the national average. Income exceeds the nationwide average by 30% in Stockholm and by 15% in Goteberg and Malmo. Sweden's major metropolitan areas comprise a market of 3.4 million inhabitants. With the expected continuation in the urban movement these markets will grow in sales potential.

Swedish income distribution also insures a wide market for consumer products. Forty-five percent of the population has an income between $2,300 and $5,800. Within this group, 1.3 million have an income between $2,900 and $3,860. Income is not concentrated in one age group, and any difference between groups is small.

Swedish income figures must be adjusted by about 15% to reflect additional benefits supplied by the State.

The age distribution of the Swedish population reinforces the market potential for selected products. The fastest growing segment is over 67 years of age, and an increase of 50% is predicted for this group in the next 20 years. The national pension scheme will provide them with an income equal to two-thirds of their former average earnings. Accordingly, products designed for the elderly will have an expanding market.

More leisure time

Growing industrial development has brought with it increasing incomes and leisure time. In addition to having one of the highest European standards of living, Swedish manufacturing workers have one of the highest average hourly wages and one of the shortest work weeks. In May 1964 the average hourly earnings of adult male and female workers in manufacturing was equivalent to $1.37 ($1.09 in the UK and $.90 in Germany).

Workers also enjoy a mandatory four-week vacation. Swedish consumption of sports clothing and leisure wear, photographic equipment, durable goods for the 15,000 new vacation cabins built each year, sailing and motor boats, and automobiles along with accessories is expected to increase in the next decade.

Industrial market

Sweden offers a good market for products required by its complex industrial base. Industrial activity is conducted in new fields such as chemicals based on wood pulp by-products and petrochemicals as well as traditional industries—including forest products and iron and steel. Many U.S. exporters already have discovered this lucrative market, traditional U.S. exports being industrial materials and capital goods.

The metals and engineering industries dominate Swedish industrial activity. They account for 49% of manufacturing employment and 48% of the value added in manufacturing. Their continued growth is insured by the gross industrial investment in these fields. At 32% of the total, it is the largest single category of investment.

The engineering industry generates 30% of the sales of manufactured goods and earns 20% of Sweden's foreign exchange. The industry is concentrated on design and manufacture of products for both the domestic and the export markets. Products include electric refrigerators (in 65% of the homes), radio and television sets, ships, locomotives, agricultural machinery, a wide range of industrial machinery, and office equipment.

The chemical products industry is expanding at an accelerated rate. Preliminary data indicates the chemical industry's 1964 rate of growth is above its 1963 rate of 10%. The need for chemical raw materials, chemicals and plastic materials will expand with industrial development, requiring considerable imports of these commodities along with processing equipment.

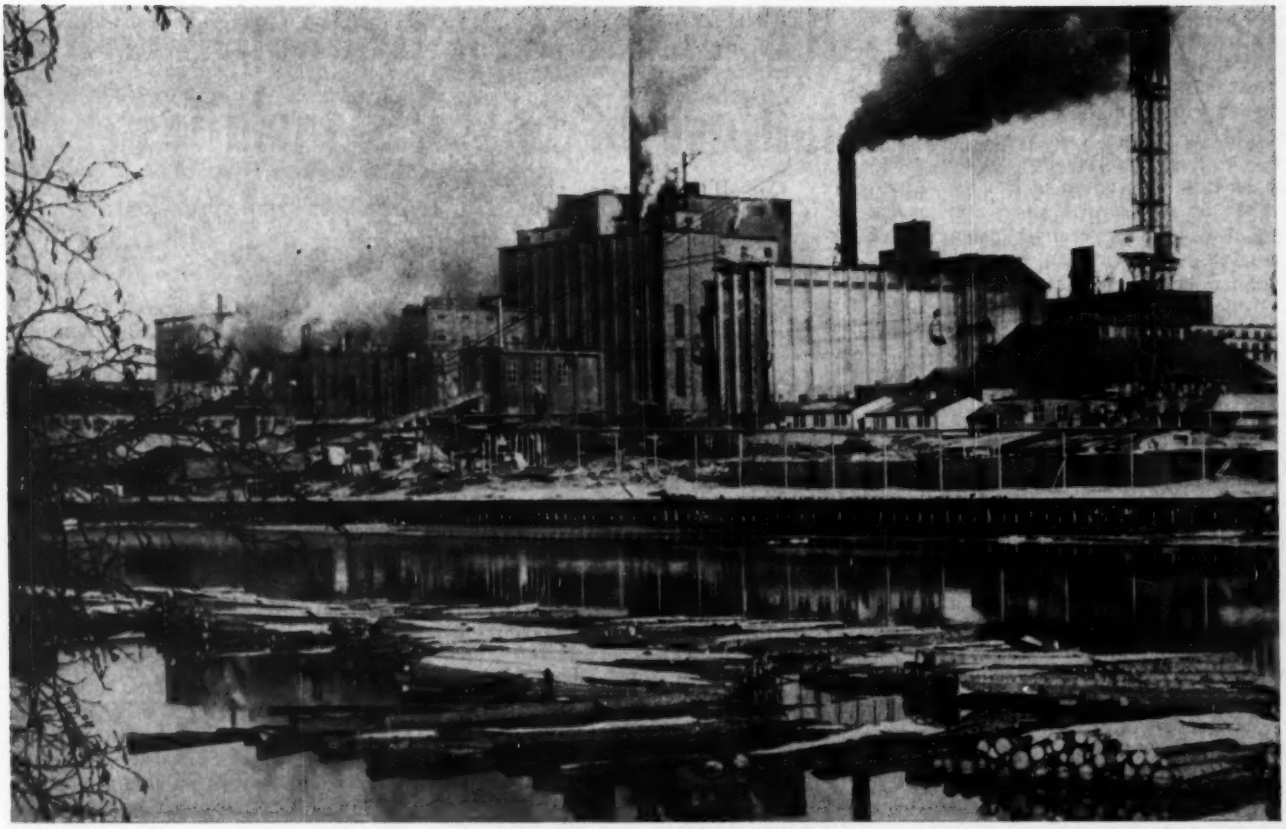
Mining, steel

Mining and steel production are important to the economy of Sweden. Traditionally the iron and steel industry has concentrated on producing the highest quality product. Modern production methods are used, including electric steel (43% of production) and oxygen gases (14%).

Forest products are a traditional but valuable asset to Sweden. Technical improvements are continuously introduced in this field. It is estimated that 65% of timber is transported by trucks, 35% by

Market profile—Sweden

Area: Sweden, third largest country in Western Europe, has an area of 173,423 square miles (somewhat larger than California).
Population: 7.7 million (August 1964, estimated).
Currency: Swedish crown (1 crown=$0.193), convertible for current transactions.
Per capita income: Annual national income per capita, $1,796 (1962). Average hourly wage for adult male industrial workers, $1.47 (Aug. 1964).
Gross national product: $15 billion in 1964 (fixed prices).
Principal cities: Stockholm proper, 796,000; greater Stockholm, 1,207,000; Göteborg, 414,000; Malmo, 242,000.
Value of foreign trade (1963): Total exports, $3.2 billion; total imports, $3.4 billion. Imports from U.S., $338 million (c.i.f. value); exports to U.S., $176 million (f.o.b.).
Principal exports: Lumber, woodpulp, paper, iron ore, steel, machinery, automobiles and ships. Thirty percent of Sweden's exports consisted of forest products and 47 percent of machinery.
Principal imports: Foodstuffs, beverages and tobacco, industrial raw materials, coal, petroleum and products, machinery and equipment.
Principal trading partners: Imports—Federal Republic of Germany, United Kingdom, United States. Exports—Federal Republic of Germany, United Kingdom, United States.



NEAR ORNSKOLDSVIK, in northern Sweden, floating logs are ready for the mill. Forest products figure importantly in the Scandinavian economy.

floating and 5% by the railways. The percentage transported by trucks is expected to increase.

Forest products of major importance include sawn timber and wood, pulp, wall board (15% of world production), plywood, prefabricated houses (15,000 annually), and paper and paper products. Sweden, by scientific silviculture, has insured that forestry products will remain an important segment of the economy.

Power, transportation

Industrial production requires adequate power and transportation. In 1963, Sweden produced and consumed 41 billion kilowatt-hours of electricity—60% by private utilities. During the past 10 years both production and consumption increased by 6 to 7%. Presently 25% of gross industrial investment is in power producing facilities.

Although untapped hydroelectric resources exist in the Northern regions, nuclear energy is being developed by Government and private power companies. About 50 manufacturing companies are engaged in nuclear research or in design and production of equipment for nuclear installations.

Transport for commercial and personal use is well developed. The extensive highway network has encouraged road transportation and has greatly influenced distribution of goods, in particular, door to door delivery. Railway travel is important—one half of inland freight being transported on Sweden's 9,000 miles of railways. Automobile travel has increased annually by 15% in the last decade. While at the present there is one car for every fifth person, one for every third person is expected by 1975.

Retailing

Retailing techniques, reflecting the cosmopolitan tastes and habits of the Swedish consumer, are similar to those of the United States.

In Sweden, as in the United States, there is a trend toward larger stores—caused by the increase in sales volume and consolidation of many retail outlets. Sweden has almost twice as many inhabitants per store as does the average country in the European Economic Community. The trend has created a demand for advanced retailing equipment and new packaging materials and techniques.

The automobile, by encouraging the growth of the urban shopping center, is a major factor in the trend toward larger stores. Swedish shopping centers consist of specialty stores and supermarkets grouped around branches of the large, competing, variety and department store chains. To achieve a satisfactory sales volume, shopping centers must draw customers from a large area, thus the automobile is vital.

The automobile also has an effect on retail redevelopment projects in older sections of the cities. Projects usually include large retail establishments combined with substantial parking facilities.

Types of stores

Numerous types of retail stores are found in Sweden. Besides ordinary retail stores, there are self service stores, supermarkets, variety and department stores, cooperatives, chain stores, and mailorder houses. There is considerable overlapping in functions causing a certain amount of "scrambled merchandizing."

Self-service stores have increased from 200 in 1950 to 7,500 today. Presently they account for 50% of the food industry trade. The majority of self service

stores are converted ordinary retail stores. Self service stores whose sales exceed $1 million commonly are classified as supermarkets. Supermarkets are expected to increase in number from 150 to 500 by 1970.

Cooperative ownership of retail establishments is common in Sweden. About 40% of self service stores are owned this way. The cooperatives' proportion of total sales is increasing, but due to consolidations and closings, the total number of cooperative outlets is decreasing. This is a major factor in the trend toward the large store.

Swedish chain stores operate in the food and retail goods fields. Chain store types range from the centrally owned chain to a loose combination of individually owned stores that joined to profit from economies of scale in purchasing.

Variety and department stores operate in heavily populated urban areas. The leading department stores are members of international organizations such as Association Commercial Internationale (ACI), Union International des Grands Magasins (UNIME). By 1970 they are expected to generate 25% of retail sales.

Mail-order selling—reflecting the applicability of American techniques—totals $100 million annually and is growing by 15 to 20% annually.

Wholesaling

Wholesaling business activities are well developed and extensively used, covering consumer goods, industrial raw materials and to a lesser extent, machinery and equipment. Presently 50 to 60% of retail merchandise sales are distributed through wholesalers.

Many U.S. companies selling in Sweden use import agents to distribute goods to the wholesalers. Import agents usually are members of the Federation of Commercial Agents. Use of agents and wholesalers insures an effective distribution of an exporter's product throughout the country.

For instance, the wholesale organization ICA-Koncernen (Stockholm) supplies over 11,000 members selling such items as foodstuffs and chemicals. Local consumer cooperatives also have a central buying organization called Kooperativa Forbundet (Cooperative Union).

Swedish food processing wholesalers in turn have an association, A.S.K.—Bolagens Ekonomiska Forening u.p.a., which acts as their import agent. The association has joined similar organizations in other Scandinavian countries in forming a central importing agency, the United Nordic Importers Ltd., AB. (Stockholm).

U.S. ambassador to Sweden invites full use of Center's facilities

All signs point to higher U.S. exports to Scandinavia; Center will help develop already robust trade with U.S.

By J. GRAHAM PARSONS
U.S. Ambassador to Sweden

There has been a rising awareness among American businessmen that, no matter how substantial the domestic market for their products, even greater expansion can be achieved by active sales promotion in the vast new markets abroad.

Obviously, certain areas of the world, because of industrial development, high per capita income and general economic prosperity, offer greater immediate opportunities for the sale of U.S. products than other, more slowly developing regions. Scandinavia is such an area.

The Scandinavian nations present a picture which is certain to attract the export-minded American businessman. They are politically and economically stable. They have high standards of living. Their natural resources are being carefully and systematically exploited and their managerial and working populations are highly skilled.

Dependent on trade

Scandinavians are heavily dependent on trade for their economic well-being, and are firm believers in liberal trading policies. They have growing buying power and are discriminating consumers. There is a lively awareness of the U.S. reputation for quality consumer goods and soundly engineered, technically advanced producer goods.

Thus, all signs point toward an excellent potential for higher American exports in this region.

Just how will the Trade Center go about turning this potential into actual sales?

The Center provides a shop-window for American products. The centrally-located exhibition hall will feature a continuing series of displays of particular interest to the Scandinavian market. Before any show is decided upon, a professional market survey will be made to assure successful exposure and development. The shows planned for the months following the opening will feature commodities with excellent Scandinavian sales potential, such as Apparel Fabrics (May 18-21), and Medical and Surgical Equipment (June 14-25). The latter show is scheduled to coincide with the International Hospital Congress in Stockholm.

Means of communication

There is the very basic question of communication. One of the greatest handicaps to the practical expansion of business is the lack of specialized information on the spot. The Center provides a convenient means for bringing all U.S. exporters into contact with Scandinavian firms.

The Trade Center, because it is a permanent establishment, will sustain and broaden American export efforts. It can pursue elusive sales opportunities, compile up-to-the-minute market information, alert American exporters and potential exporters to changing trends, and, in short, furnish the kind of detailed information that only daily working contact with local businessmen can generate. As an official U.S. Government establishment it is a concrete manifestation of American interest in the Scandinavian market.

As American Ambassador to Sweden since 1961, I have studied and then urged the establishment of the Stockholm Trade Center. Its continuing function will be a matter of great interest and concern to me. American exports to Sweden increased by 14% during 1964, and similar increases have been recorded in the other Scandinavian countries. On the basis of this growth, the U.S. Government decided to establish the Trade Center.

Ready for business

It is now open and ready for business and it is my sincere hope that all American businessmen with an interest in the Scandinavian market will use its many services.

Scandinavia has long enjoyed high standards, but its able people are determined to reach new heights. The opportunities are here and the Trade Center intends to make sure that American business shares fully in realizing them.

Life in Sweden today is in many ways similar to life in the United States. The rapid expansion of Sweden's economy during the last 20 years has brought the standard of living in Sweden to a high level, perhaps the highest in Europe. The tastes, preferences and requirements of Swedish consumers in many fields are very similar to those of their American counterparts.

Therefore, the new Trade Center will be welcomed in Sweden as an expression of American interest in a valuable and growing market.

Sweden is a strong advocate of free trade, and the Swedish free trade policy naturally benefits U.S. exporters.

Statistics show that whereas each Swede buys $26 worth of U.S. products, each American buys only 50 cents worth of Swedish products.

The Trade Center in Stockholm therefore is warmly welcomed also as an instrument for making available the resources of the Department of Commerce in giving information and advice to Swedish producers and exporters who would like to study the American market in the mutual interest of further developing two-way trade between our countries.

HUBERT DE BESCHE
Ambassador of Sweden

Free-trading Swedes welcome expanded ties through Center

By GUNNAR LANGE
Minister of Commerce, Sweden

Sweden, a country with a population of 7½ million, is highly dependent on its foreign trade to secure a continuous economic development. With as small a population as ours, it would clearly be uneconomical to manufacture too wide a range of products. Our industry has chosen the way of specialization and we consequently import a large number of products.

Foreign trade in Sweden amounts to about one fourth of the gross national product. In 1963, Sweden's imports totaled just under $450 per capita, the United Kingdom $250, Germany $226, and France $182. The corresponding figure for the U.S. was $90.

Between 1953 and 1963 the value of Sweden's imports at current prices more than doubled. The main commodity groups are foodstuffs, raw materials and fuels, chemicals, textiles, base metals, machinery, electrical equipment and means of transport.

The share of manufactures in total imports has risen considerably in the last decade. Food imports have steadily increased, although the proportion of food in total imports has been falling. The same is true of raw materials. Our chemical industry is a major importer of various base materials and its needs are likely to continue rising. We are buying a constantly growing amount of semifinished and finished textile products, particularly clothing. Imports of engineering products nearly trebled between 1953 and 1963, stimulated by rising industrial output, enlarged capital expenditure, continuing modernization and gradual automation.

In international trade Sweden has always followed a policy of low tariffs. This is one reason why Sweden, after the breakdown of negotiations for a Europe-wide economic solution, actively participated in the creation of the European Free Trade Association in 1959. This grouping of seven nations in Western Europe with one associated member, Finland, has been anxious to participate in the drive for larger markets in Europe and in a continuing liberalization of world trade through the Kennedy Round. Five EFTA countries, including Sweden, have notified GATT that they are prepared to enter the negotiations without asking for any exceptions to the proposed 50% linear reductions in tariffs.

Some people feared that the formation of such a Free Trade Association might have an adverse effect on the expansion of trade with countries outside the group. Experience has shown this anxiety to be unfounded.

No member of EFTA has raised tariffs to non-EFTA states as a consequence of the association.

Moreover, the stimulus to economic growth and activity within the member countries which followed the removal of trade barriers has enabled them to increase their imports from other nations. Far from being reduced, EFTA trade with the rest of the world has grown by some 30% since 1959, while at the same time inter-EFTA trade has increased by about 50%.

I would like to mention the great expansion which the Free Trade Association has caused in trade between the Nordic countries—Denmark, Finland, Norway and Sweden. Since the creation of EFTA the commercial exchange between them has increased by 75%.

As a group, these nations of about 20 million people account for 5% of international trade. The total EFTA share is about 15%. The rise in trade between the Nordic countries is hardly matched anywhere in the world.

The EFTA countries provide Sweden with about 30% of her import needs, the EEC with 39%. Thus the Western European countries together represent our major source of imports.

In 1963 the United States accounted for 10% of Sweden's total imports, against only 6% of our exports. U.S. exports to Sweden have varied greatly in the last 10 years. Following a two-year decline after the peak year of 1960, they rose in 1963 and in 1964 they showed further improvement, totaling almost $400 million.

This latest increase may be partly due to extended research studies of the Swedish market designed to inform U.S. exporters of sales opportunities likely to occur within the next few years. The recent increase in the representation of U.S. firms on the Swedish market has led to a more rapid and enlarged introduction of new products, and certainly accounts for another important share of this increase. Swedish authorities feel that the direct contact between U.S. and Scandinavian businessmen which the U.S. Trade Center in Stockholm will facilitate, is bound to expand sales in both directions.

The Government's policy of full employment has reached a high degree of effectiveness. In 1964 the Swedish national economy was characterized by full employment and an unusually rapid increase in production, and prospects for a continued expansion in 1965 appear favorable.

The growth of private consumption amounted to 4.5% last year. American businessmen will find a strong purchasing power distributed over a very wide range of the population, consumers who are very conscious of quality and demand the best and most modern.

Thus, there are certainly opportunities for larger trade between the U.S. and Sweden, and I can assure you that Sweden would appreciate such an increase.

PAST AND PRESENT MIX in Atvidaberg, Sweden. Workers stream from modern manufacturing plant which faces street, cottages dating to 17th Century.

Swedish imports of U.S. goods top earlier record; relative share of market maintained

170 U.S. affiliates and subsidiaries, some 6,000 Swedish representatives of U.S. firms report sales up 15 to 40%

By GUSTAV E. LARSON
Commercial Attaché
U.S. Embassy, Stockholm

Sweden's imports from the United States rose in 1964 to an estimated $386 million, an alltime record.

Totaling $318,102,000 in the first 10 months, they were 14% greater than in the corresponding 1963 period and 12% higher than the corresponding period of 1960—the earlier record year.

The United States maintained its relative share of the market—an achievement of particular interest if one considers the advantages offered to major competing nations by tariff reductions under the European Free Trade Association convention, and the distance of the United States from the Swedish market.

Gains were made in nearly every category. The big increases were registered by tobacco and products, up $9.8 million; food products, up $6.1 million; motor vehicles, aircraft and transportation equipment, $5.7 million; metallic ores and metal scrap, $5.7 million; animal and vegetable oils and fats, $2.5 million; nonferrous metals, $2.4 million.

The 170 U.S. affiliates and subsidiaries and some 6,000 Swedish representatives of U.S. firms now selling U.S. products in Sweden reported a highly successful year with sales generally up 15 to 40%.

The Addressograph-Multigraph Corp. of Cleveland, Ohio, has found the Swedish Post Office to be one of its best customers. The Swedish Post Office address service—an addressing and mailing organization operated on strictly commercial lines—is the only one of its kind run by any Government Postal Service in the world. The basis for its operation from the beginning has been equipment produced by Addressograph-Multigraph.

Carl-Otto Ohm, general manager of the

Swedish address service, reports that the Post Office Department serves more than 4,000 customers and is able, through a library of two million address plates, to extract groups classified geographically and by profession, trade and size.

Of the Swedish market, Ohm said: "Sweden is a country with a high industrial potential, a high standard of living, and a huge shortage of labor. Automation and rationalization of manpower is therefore a fundamental factor in its commercial life."

Frozen foods

U.S. frozen prepared foods have been growing in popularity in Sweden. OCO-MA and Consolidated, who first exhibited their wares at the U.S. pavilion in the St. Erik's Fair in 1963, report increasing sales. Sound but aggressive marketing techniques applied by the local agency for these products seem to have paid off in a rich harvest of orders from home delivery food services and several of the larger supermarket chains.

The main obstacle to sale of this product line previously had been the lack of refrigerated display space in retail outlets. During the year, combined efforts of agents and manufacturers have improved this situation considerably.

Swedish chemical markets have received substantially more attention in the past year, as two large U.S. organizations broadened their activities in this area. Dow Chemical now has a staff of 23 in the fields of agricultural chemicals, plastics, and paper chemicals.

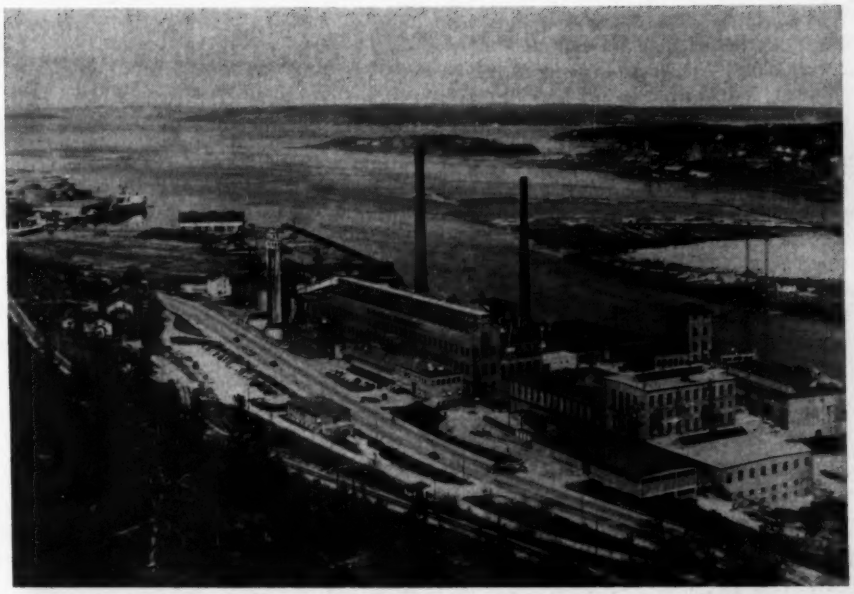
Goodyear has employed a chemical sales engineer to oversee the activities of its agents and to provide technical service to customers. Its tire sales have increased sharply, and its sales base has broadened by expansion into industrial rubber products, packaging film, aircraft wheel and brake equipment.

More U.S. clothing

U.S. ready-to-wear clothes are more and more widely accepted in Sweden, chiefly through increased promotional activity by U.S. manufacturers, their agents and their licensees.

One of Scandinavia's and Stockholm's largest retail outlets, AB Nordiska Kompaniet, has had considerable success with men's accessories such as shirts, pajamas, underclothing, and specialty items. Several years ago selling these items would have been difficult.

Partly responsible for the increasing popularity of U.S. ready-to-wear clothes has been exporters' attention to European sizes and to packaging. Another factor has been the upswing in travel to the United States by Swedes.



SMOKESTACKS DWARF THE TALL PINES on hillsides around Svartvik sulphite mill in northern Sweden.

Recreation and leisure-time products from the United States are being imported in increasing numbers. The strengthening of dealer relations produced an increment in sales for both Johnson and Mercury marine engines in 1964.

Something unthinkable years ago, the purchase in Sweden of a U.S. made cabin cruiser, is becoming more and more common. The president of Chris-Craft International visited the country last year to look for ways of increasing sales. Chris-Craft has become a status symbol in boat-loving Sweden.

The company has sold its motors there successfully for many years through various distributors. Domestic manufacturers have not produced a propulsion unit with comparable high horsepower ratings and refinements.

Bertram, another U.S. boat manufacturer, also is progressing in the Swedish market.

Computer equipment

Establishment of a General Electric Co. subsidiary 18 months ago to market computer equipment has proved rewarding. The company has received a multi-million dollar order for its biggest computer—from ASEA, the largest Swedish electric company.

Another newcomer in computers is Control Data, which reportedly has signed orders with two educational institutions for large units.

Process computers for industrial controls also are receiving considerable attention in labor-short Sweden.

Erik Ferner AB represents several U.S. manufacturers producing sophisticated electronic systems and defense electronic products. Shipments by this Swedish firm doubled from $2.1 million in 1961 to more than $4.2 million in 1964. Ferner expects this year's sales to increase by 25%.

Promising markets for '65

Opportunities for increasing sales of U.S. products in 1965 exist for a wide range of industrial and consumer products. Examples of specific markets which appear promising are:

Packaging machinery and equipment. Current estimates of overall expenditure on packaging and packaging equipment in Sweden amounted to $300 million in 1963 as against $200 million in 1960. A third of the total is accounted for by packing labor, a third by consumer packaging. Per capita consumption of packagings in Sweden is around $30, as against $70 in the United States.

All four Northern countries have, by European standards, a high living standard; and with a population totaling 20 million, they are a sizable market. Scandinavian habits and attitudes, more than those of any other European nation, approximate American.

Packaging firms in Sweden keep an interested eye on the U.S. to see what is happening there and what opportunities it offers them. New and improved packs and production and handling find ready interest and careful appraisal.

Scientific, industrial and technical instruments. Sweden, as well as all Nordic countries, is a growth market for scien-

tific, industrial and technical instruments. Rate of growth may be expected to increase sharply in years ahead. Currently, Sweden is investing about $193 million a year.

Training aids. Extensive teaching programs have been developed in the past few years on the State radio and TV network. Schools are being equipped with recorder and projection facilities at classroom level and introduction of language laboratories has begun. Several schools in the Stockholm area are already equipped.

Industrial training aids, autoinstructional devices and audiovisual aids in the adult instructional field are growing rapidly.

Electronic components. Fifteen percent of the total market is now supplied by U.S. firms. Export opportunities will continue strong and even increase for all items necessary for production of electronic apparatus, instruments and systems —such as semiconductors, electronic tubes, capacitors, resistors, microphones, loudspeakers.

Automatic control equipment for industrial processes. Although barely on the threshold in industrial process control based on computer usage, Sweden is taking strides in development of computer uses for industrial preplanning and administration and is gaining technology and applications experience.

Use of single-purpose process control instruments is well developed, with evidence of rapid extension. In the machine tool field, numerical control is considered a significant development for continued industrial growth.

Traffic and safety equipment. The explosive increase in traffic density in Sweden in recent years, emergence of safety as a dominant demand in all traffic considerations and the decision to change from left-hand to right-hand traffic in 1967 emphasize present and potential market possibilities for suitable safety equipment. U.S. traffic and traffic control experience points to opportunities for U.S. firms.

Industrial Chemicals. The Swedish industrial chemicals market, though small by major industrial country standards, is growing rapidly. Esso has established an ethylene, butadiene propylene source in a new steam cracker. The United States is now supplying a large range of organics and inorganics, mostly on a tiny scale.

Automotive service and repair equipment. Rising labor costs are forcing repair shops to find modern labor-saving equipment. Service station and other repair shops are reported highly interested in latest U.S. equipment for body work, car washing, testing, and general servicing.

Western industrial area, fastest growing region in Sweden, offers strong markets for U.S. goods

Ninety percent of country's shipyards, more than half of tillable land in west and south; petrochemical complex, biggest powerplant, textile center in and near Goteborg

BY PHILIP J. RIZIK

Vice Consul, Commercial Section
U.S. Consulate General, Göteborg

For the U.S. businessman, western Sweden is one of the most attractive and promising areas in Scandinavia. It is the fastest growing and, in recent years, industrially the most active region in Sweden.

In addition to the two biggest Swedish industrial concerns, SKF and Volvo, large firms in many other product lines have their headquarters in this part of Sweden, and there has been a distinct trend of businesses drawing toward the commercial concentrations on the west coast.

The two main cities—Goteborg with a metropolitan population of over half a million and Malmo, directly across the Oresund strait from Copenhagen, with a quarter of a million—have long been centers for shipping and related industries, and have been deeply interested in foreign trade. Copenhagen has traditionally been the leading port in Scandinavia, but Goteborg became the busiest in 1963 in terms of net weight of goods handled in export and import—7.7 million tons.

Swedish shipyards, now first in Europe in dead-weight tonnage and second only to Japan in the world, are 90% in the west and south. All six major shipbuilding companies are in this area—three of them in Goteborg.

While the shipyards are modern in comparison with those of most other countries, Swedish shipbuilders continuously make their plants even more modern. Gotaverken, one of the largest shipbuilders, recently has completed a $40 million yard near Goteborg. Probably the most modern in the world, the yard was built according to a unique design which has attracted a great deal of interest in world shipping circles.

This industry is a large consumer of a variety of imported manufactured and semimanufactured products.

In addition, capital investments in the last few years have increased in such diverse fields as petrochemicals, textiles, packaging, oil refining, and electric power. At Stenungsund, 27 miles north of Goteborg, Standard Oil of New Jersey's subsidiary, Svenska ESSO, and two other

Government representation

Sweden is represented in the United States by an Embassy at 2249 R St. NW., Washington, D.C. A commercial counselor is on the staff.

Sweden maintains Consulates General at 61 E. 64th St., New York, N.Y.; 333 N. Michigan Ave., Chicago, Ill.; P.O. Box 66327, Houston, Texas; 912 Mount Curve Ave., Minneapolis, Minn., and 1960 Jackson St., San Francisco, Calif.

Denmark maintains an Embassy in Washington, D.C., at 3200 Whitehaven St. NW.; and Consulates General at 280 Park Ave., New York, N.Y.; 360 N. Michigan Ave., Chicago, Ill.; 3440 Wilshire Blvd., Los Angeles, Calif., and Room 291, World Trade Center, Ferry Bldg., San Francisco, Calif.

The Finnish Embassy is at 1900 24th St., Washington, D.C. Consulates General are located at 200 E. 42d St., New York, N.Y., and 120 Montgomery St., San Francisco, Calif.

The Norwegian Embassy in Washington, D.C., is at 3401 Massachusetts Ave. NW. Consulates General are maintained at 26 Broadway, New York, N.Y.; 604 International Bldg., 611 Travier St., New Orleans, La.; 360 N. Michigan Ave., Chicago, Ill.; 2002 Foshay Tower, Minneapolis, Minn., and 244 California St., San Francisco, Calif.

The U.S. Government has Embassies in Copenhagen, Helsinki, Oslo and Stockholm, and a Consulate General in Göteborg.

firms, one of which is 50% owned by Union Carbide, have built a $40 million industrial complex of petrochemical plants. This project, finished in 1963, represents Scandinavia's first petrochemical industry. Already ESSO's cracking plant supplies 421 companies—151 in Sweden—with ethylene and other oil by-products.

The Swedish government is expanding its $72 million electric steam power station also at Stenungsund. When completed later this year, it will be the biggest powerplant in Sweden.

Taking advantage of this power source and other advantages such as deep-water access for tankers and excellent communication facilities, British Petroleum has begun work on a new $60 million oil refinery immediately west of Goteborg.

The textile center of Sweden is in Goteborg and its neighboring city of Boras. Eighty per cent of Sweden's raw cotton imports come from the United States.

Ready-to-wear manufacturers are for the most part relatively small firms with less than 100 employees. These firms have shown an increasing preference for U.S. fabrics in recent years. Both the large mills and the small firms rely on modern machinery in order to compete at home and abroad, and their owners are ever attentive to new techniques and machines to improve their efficiency.

Farm mechanization

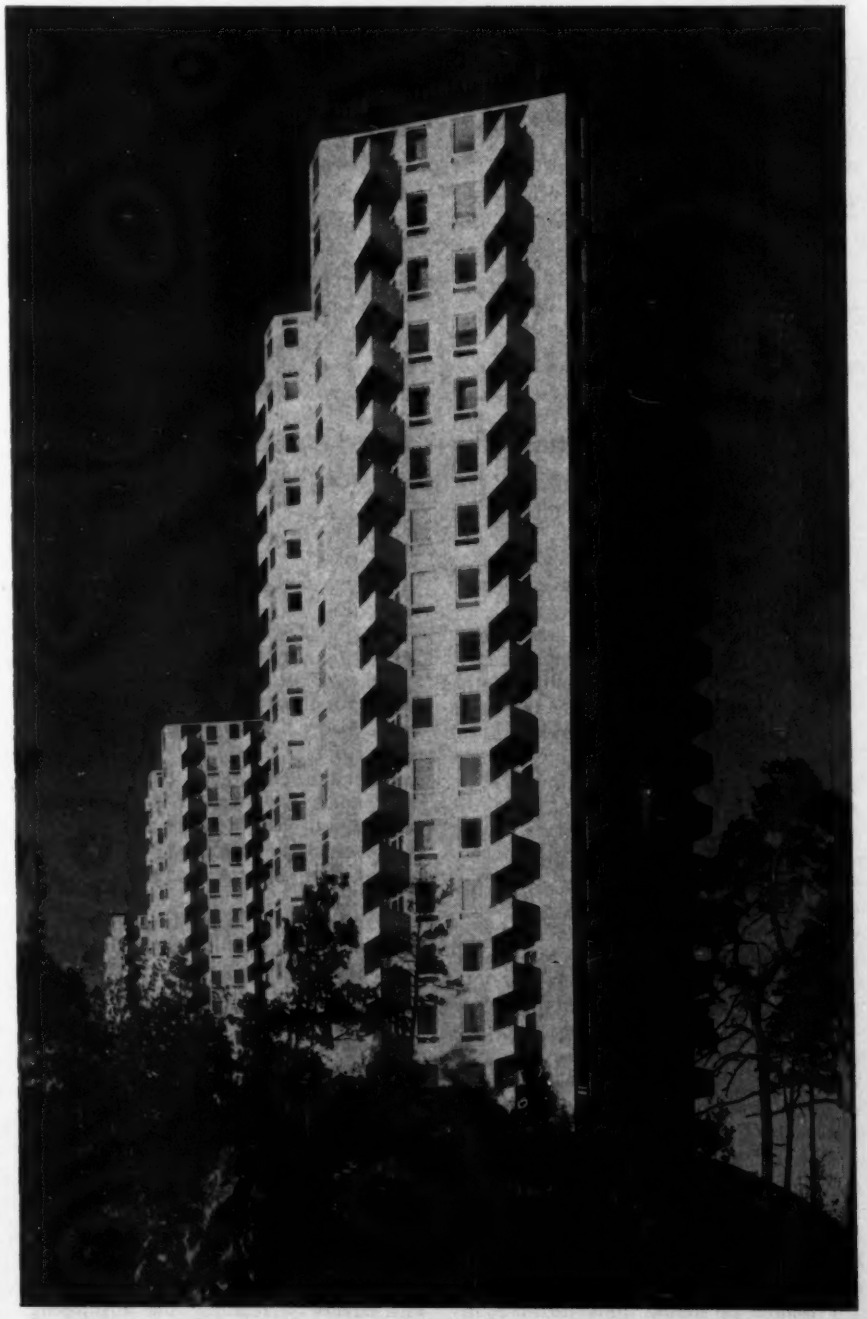
Over half of Sweden's tillable land is in the south and west. With a limited farming area and a declining farming population, farmers have had to increase their mechanization to maintain and increase their yields. The number of tractors and harvesters, for instance, has nearly doubled in the last 10 years. This area could be a prime target for farm machinery.

Of interest to U.S. exporters of consumer and luxury products is Sweden's relative affluence, which is very evident in this area. Automobiles, expensive sport clothes, sporting goods, household appliances, pleasure boats and summer cottages are some of the items more and more Swedes are buying.

Consumers of foreign products in this area are especially well serviced by a number of specialized export-import firms. Among these is the largest in Scandinavia, Elof Hansson, which has branch offices and representatives all over the world and had sales of $80 million at its home office in Goteborg in 1964.

Turitz & Co., the second largest retail chain with 90 department and specialty stores, has its headquarters and chief procurement center in Goteborg. Its volume in 1964 was about $190 million. In addition, many other medium-size department stores in Goteborg and Malmo buy directly from abroad. The number of products which could be introduced and expanded through these establishments is limited only by the imagination of the foreign businessman.

Many other markets in this area also have a strong potential. With one of the lowest tariffs in the world on industrial products, Sweden is a market for the whole range of U.S. industrial equipment, even in competition with the EFTA members. Also, as imports are coming mainly from the West and comprise 20% of total Swedish consumption, the people are familiar with U.S. consumer products and offer an even more favorable market for such goods.



EVERY ROOM HAS A VIEW in towering new apartment buildings at Farsta, a suburb south of Stockholm.

WORKING WITH U.S.-MADE EQUIPMENT, Swedish postal employees go about job of preparing mailing lists for advertisers. Service gives seller chance to pick specific groups of potential customers.

Advertisers use newspapers, mails to tell it and sell it to the Swedes

Unique postal service and government ban on commercial TV account in part for big difference in marketing techniques

The Swedes?

Their hourly wage is the highest in Europe, and their standard of living may well be the highest.

Virtually all of them are literate, and statistics show they read more newspapers and magazines than anyone in the world.

The Swedish Sales Institute claims in their behalf that they are second only to the U.S. in the number of television sets per person, third after the U.S. and Canada in number of radios.

And they spend

A study by Advertising Age, weekly newspaper of the U.S. marketing industry, shows them ninth in the world in the amount spent for advertising, third after the U.S. and Canada in the amount spent per person.

A study by Printers' Ink, the industry's weekly magazine, quotes a Swedish executive as saying, "Sweden is known as one of the most 'Americanized' countries in Europe."

Knowing these things, the U.S. manufacturer approaching the Swedish market for the first time could think he is well on the way to his goal: He will introduce his product to the Swedes with the same advertising campaign he uses at home.

Probably he should think further.

With all the comfortable similarities, there are important differences. Most striking:

Sweden forbids TV and radio advertising.

Roughly 50% of all Swedish advertising is in newspapers, magazines and trade publications. Newspaper and magazine advertising is placed through agencies approved by the Swedish Publishers Association.

An important 20% of advertising is by direct mail. The Swedish Post Office supplies mailing lists, delivers a wide variety of advertising material for two to five cents a copy, returns undeliverable mail to the sender.

About 2% of the outlay is for film advertising in motion-picture theaters. With the advent of TV, most of the movie patrons are teen-agers—so most of the film advertising is directed to them.

Another 2 to 3% goes for outdoor and transit advertising. The balance of the budget is spent in such miscellaneous categories as in-store advertising, window displays and trade-fair promotion.

Advertising Age reported that without commercial TV—which "seems to be a long way off"—advertisers in Sweden were finding "a shortage of places in which to advertise." The report also said:

"The five-day work week is spreading, with effects on retailing and advertising. Less time in the factory and office is giving consumers more time to shop, and for many Saturday has become the big shopping day.

"People go shopping as a kind of entertainment, and they don't seem to tire of it."

Printers' Ink said manufacturers trying to communicate with these shoppers often make the same mistake: "They start 'thinking in Swedish' too late." This advice was appended:

Foreign customers are proud of their language. Of course, don't try to sell them in English—but don't let friends and relatives do the translation unless they're experts on your product and the language of the country in which you're trying to sell. Give people who have to use the material—agents, distributors—a chance to check the translations.

Don't be "aggressively American." Be informed on local advertising and promotion techniques. Adapt your material for the region—or get new material.

The Swedish news agency, STB, points out in a study of Scandinavian markets that some advertising and selling practices are regulated by law in Sweden but that matters which might come under the law generally are handled by the non-government Swedish Council on Business Practice. The council's work is to "render an opinion as to whether or not any piece of business advertising or other selling procedure violates sound business practice."

The Swedes have an international reputation for highly developed market research and testing operations. Newspaper advertisers can obtain information about readers according to age, income and social position in any of 94 "newspaper areas." These are areas in which the paper from one town outcirculates the papers from any nearby town. The areas are subdivided into districts.

Hail the mail

Commenting on the Swedish Post Office service to direct-mail advertisers, STB says:

"For door-to-door distribution, circulars and samples can be directed to selected groups such as households, food shops and farmers (all over the country), doctors, dentists, stores, hotels, hairdressers and private homes (in all towns and other larger communities).

"Campaigns can be conducted on a nationwide basis or in selected districts for one or more of these groups. The low cost of Swedish postal services has encouraged the production of special ad-carrying papers which are distributed on a door-to-door basis to private homes, households and farmers."

The market next door

Oslo only an hour away from Stockholm; U.S. sales makes strong gains

By VIRGIL M. ELLIOTT
Commercial Attache
U.S. Embassy, Oslo

Business was good in Norway in 1964 and the prospects for 1965 are bright.

U.S. exports to Norway during the first 10 months of 1964 were 18.4% over the comparable period in 1963 and the United States increased its share of the market from 6.9 to 7.6%.

Substantial gains were recorded by grain and grain products, oilseeds, animal fats and oils, petroleum products, chemicals, and transport equipment.

Considering the keen competition for the Norwegian market—particularly from suppliers in the other EFTA countries who now receive a 70% tariff preference over non-EFTA countries—the rise in U.S. exports was a considerable achievement. It reflects a high regard for U.S. products by the quality-conscious Norwegians, and the ability of American businessmen to deliver the right goods at the right price. If U.S. manufacturing costs continue to rise more slowly than Europe's, U.S. merchandise should become increasingly attractive to Norwegian buyers.

Items with particularly good prospects in 1965 include deck machinery and galley equipment for ships; automated material-handling equipment for use in warehouses; data processing machines; car washers capable of removing a sticky mixture of salt, mud and grime; coin-operated vending machines; and new textiles for draperies.

The introduction of annual four-week paid vacations for Norwegian workers will boost demand for a broad range of sporting and camping equipment, hobby articles and leisure wear.

Efforts to alleviate the housing shortage have focused attention on new construction techniques. One Norwegian company has developed a thriving business based on the use of a device for making wooden trusses which it licensed from an American firm. There are licensing opportunities for other American advanced techniques in the field of prefabricated housing.

Equipment leasing has taken hold in Norway during the past year and, while the volume of business is still relatively small, the leasing system itself has a promising future there. Several machines have recently been purchased from the United States for leasing purposes.

The Norwegian economy enjoyed an unusually strong rate of growth in 1964, the gross national product rising by 6.2% in real terms, compared to an average real increase of 4.3% per year in the period 1957-63.

Disposable personal income amounted to approximately $4.27 billion in 1964, about 11.5% above 1963. Consumer demand reached very high levels during the year, and is expected to expand still further in 1965 as a result of anticipated wage increases and larger transfer payments from the Government to the private sector.

With many industries working at or close to capacity, and with a continuing tight labor market, a further increase in demand will probably lead to higher prices and imports. Manufacturing and mining companies plan to invest more than $264 million in new plant and equipment in 1965, which is about 50% over the 1964 level.

Preliminary estimates place Norway's 1964 balance of payments deficit at $77 million; in each of the three preceding years the deficit ran between $168 and $196 million. Better terms of trade during the first half of the year and reduced purchases of ships were largely responsible for the decrease in the deficit. Increased net earnings from the shipping industry also helped.

Norwegian exports, excluding ships, were valued at just over $1.2 billion in 1964, while imports, also excluding ships, reached $1.7 billion. Exports increased more than 18% over the previous year, while imports were up about 13%.

The export growth rate will probably decline during 1965, but imports are expected to expand at about the 1964 rate.

Norwegian businessmen have shown widespread interest in the United States Trade Center in Stockholm and large numbers of them are expected to visit the various exhibitions at the Trade Center. These shows will provide the U.S. participants with a unique opportunity to meet agents, distributors and licensees.

Since Oslo is approximately one hour by air from Stockholm, U.S. exhibitors at the Trade Center can make quick on-the-spot studies of market conditions in Norway and the capabilities of firms interested in representing them.

The latter factor is especially important because there have been indications that some Norwegian import agents are already "overloaded."

Market profile—Norway

Area: 124,500 square miles (about the size of New Mexico).
Population: 3.6 million (1963).
Currency: Norwegian crown (1 crown = $0.141), convertible for current transactions.
Per capita income: Annual national income per capita, $1,541 (1963). Average hourly wage for adult male worker in manufacturing and mining, $1.21 (2d qtr. 1964).
Gross national product: $5.9 billion in 1964 (1962 prices).
Principal cities: Oslo, 482,000; Bergen, 113,000; Trondheim, 59,000; Stavanger, 52,000; Drammen, 30,000.
Value of foreign trade (1963): Total exports, $1 billion; total imports, $1.8 billion. Imports from U.S., $125 million (c.i.f. value); exports to U.S., $105 million (f.o.b. value).
Principal exports: Aluminum and manufactures, fish and products, nickel, ferro alloys, woodpulp, paper, iron ore, chemical fertilizers, raw furs, marine oils and products.
Principal imports: Industrial machinery, ships, grains and preparations, fruits, coffee and tea, oil seeds, textiles, cotton, tobacco, coal, petroleum products.
Principal trading partners: United Kingdom, Federal Republic of Germany, Sweden and the United States.

Warring on short circuits

U.S. firms confer on standards with testing officials in Scandinavia, rest of Europe

By STANLEY LICHTENSTEIN
Staff Writer

The safety engineers of the world have not yet attained a common language—but they're working on it.

For U.S. firms marketing electrical appliances and equipment in Scandinavia and other areas of Western Europe, both the problem and the progress are important.

When a representative of a U.S. firm in Stockholm, Oslo, Copenhagen, Helsinki or other key cities of the Continent can sit down at the desk of a European electrical-standards official—or, perhaps, meet with him across a dinner table—the chances of reaching mutual understanding are enhanced.

Letter or spirit?

A note in the pamphlet, *Contact with SEMCO*, provides us with insight into the psychology of Swedish testing officials and the justification they offer for their exacting standards. Says SEMCO (Swedish Institute for Testing and Approval of Electrical Equipment):

"Domestic and similar appliances which are not subject to compulsory testing must also be provided with approved parts insofar as these parts are subject to compulsory tests. Such parts are, for instance, plugs, switches, flexible cords and lampholders. Moreover, the appliances must comply with the requirements stated in the relevant safety regulations issued by the Swedish State.

"Every change in design or in materials —even a change that is apparently insignificant—can affect the equipment from a safety point of view. Every change must therefore be submitted to SEMKO for approval. Such a trifling alteration as a change in place of the manufacturer's name plate once caused short-circuit of the protective insulation in a vacuum cleaner."

SEMCO has its counterpart in neighboring countries—NEMCO in Norway, DEMCO in Denmark, VDE in Germany, SVE in Switzerland, KEMA in the Netherlands, Watson House in England, etc.—and is paralleled in the United States and Canada by Underwriters Laboratories (UL), the American Standards Association (ASA) and similar groups.

All agree on a common objective—protecting the public against risks of fire and life caused by unsafe electrical equipment —but questions of the letter versus the spirit of the regulations are often raised.

Many ways

Conditions differ. Europe uses 220-volt, 50-cycle current; America uses 110-volt, 60-cycle current. Different equipment may be called for, but some differences in "safety" specifications appear to be more in the nature of insisting that a man wear a bowler hat or a beret rather than a fedora to keep his head warm. This, at least, is apt to be the feeling of a would-be exporter to the Continent when he encounters detailed specifications which do not—he argues—allow for other designs and materials which are equally safe.

Gratifying successes in meeting this problem have been scored by U.S. firms maintaining good personal relations with testing officials and applying reasonable flexibility in their approach to overseas markets. The president of a leading American company cites gains resulting from planning based on "constant feedback and mutual understanding." He recalls:

"We had to learn how to cope with the various electrical, water and other approval boards in each country. Unlike the United States, where we know and are accustomed to working with the uniform standards of Underwriters Laboratory or the American Gas Association Laboratories, each European country has its own approval boards and different, at times conflicting, standards.

"Having worked side by side with their counterparts in Europe, our U.S. product-design engineers, for example, are thoroughly familiar with various European requirements and are informed of future changes in these requirements. The result is that our U.S.-engineered controls are designed to meet the specifications of both continents with a minimum of redesign."

Urges more U.S. effort

An export manager for another American firm says:

"The market is big and there is a definite potential for the sale of switches, terminal blocks, connectors and suppressors in Europe in addition to the sales to U.S. appliance manufacturers interested in selling in these areas." There also appears to be room for U.S.-made electric carving knives, electric flour sifters, electric tooth brushes, drink mixers, potato peelers, electric clothes brushes, portable clothes dryers, portable refrigerators, freezers, dishwashers, soft-drink dispensers and the like.

This executive personally visited SEMKO, DEMKO and NEMKO with samples of an electrical appliance, reviewed the entire electrical installation with laboratory testing personnel, purchased copies of English translations of the standards, and had his plant make new samples which he brought with him on his next visit to the European laboratories. He failed to obtain approval under 13 separate specifications—none common to any two laboratories—but was able,

Milestones

1923—Discussions of electrical standardization measures initiated by Scandinavian, Dutch officials.

1926—International Conference on Large Electric Systems (CIGRE) begins inquiry into marks-of-quality question.

1926—Four countries participate in April meeting in Berlin of IFK (Installationsfragenkommission), are later joined by nine others.

1934—International Electrotechnical Commission (IEC) sets up Technical Committee on Electrical Accessories.

Post-World War II—IFK becomes CEE (International Commission on Rules for the Approval of Electrical Equipment).

1947—CEE and IEC draw up Brussels agreement on coordination of efforts.

after further design changes, to obtain approval for the same machine from SEMKO, NEMKO and the Finnish Electrical Inspectorate, and from DEMKO for another version of the machine.

"We are still importing switches from Europe," he continues, "because we were not able to locate a U.S. switch manufacturer that would build a switch to meet the standards set by the Scandinavian authorities. . . . We have eliminated all objections except for finding a switch that will fit into the space available and meet the requirement for switches. . . . We have one minor objection to the motor that can be easily overcome. . . .

"The greatest single advantage could be gained by having the U.S. manufacturers of electrical components become more aggressive in their efforts to supply parts that would meet the standards required. They could sell switches by the bushel-basketful in Europe if they were so minded."

Simplification

Machinery for simplification and harmonization of European electrical standards has existed since World War I and efforts are continuing to step up the pace of progress.

Sixteen nations belong to CEE—the International Commission on Rules for the Approval of Electrical Equipment—including Sweden, Norway, Denmark, Finland, Belgium, Britain, France, Greece, the Netherlands, Italy, Poland, Switzerland, Czechoslovakia, Hungary, West Germany and Austria. Others have expressed interest.

The United States and other non-member nations can benefit from a CEE Certification Scheme under which a manufacturer may obtain a Certification Body (CB) certificate facilitating approval in any CEE member country of specified categories of electrical supplies.

CB certificates are available for commodities to be marketed in groups of countries after approval by licensing authorities in two CEE member nations. Listed here are categories followed by the CEE publication number in parentheses and the countries recognizing the certificate in each case:

Rubber insulated flexible cords and cables (2). Belgium, Czechoslovakia, Denmark, Hungary, Norway, Netherlands, Sweden, Finland. (West Germany expected in near future.)

Plugs (7). Belgium, Czechoslovakia, West Germany, Denmark, France, Hungary, Norway, Netherlands, Sweden, Finland. (Switzerland and Italy expected in near future.)

PVC insulated flexible cords (13). Belgium, Czechoslovakia, Denmark, Hungary, Norway, Netherlands, Sweden, Finland. (West Germany and Italy expected in near future.)

Fuses, D type (16). Austria, Belgium, Switzerland, Czechoslovakia, West Germany, Denmark, Hungary, Norway, Netherlands, Sweden, Finland.

Voltage-operated earth leakage circuit breakers (18). Austria, Czechoslovakia, Hungary, Norway, Netherlands, Finland.

Miniature circuit breakers, L type (19). Austria, Czechoslovakia, West Germany, Denmark, Hungary, Norway, Netherlands, Sweden, Finland.

H type. Austria, Czechoslovakia, West Germany, Denmark, Hungary, Sweden, Finland.

Portable tools (20). Austria, Belgium, Czechoslovakia, Switzerland, West Germany, Denmark, Hungary, Norway, Netherlands, Sweden, Finland.

Coming up are decisions on: **switches for appliances** (22), **small transformers** (15), **cartridge fuse links for miniature fuses** (4), **steel conduits** (25), **appliance couplers** (24), **motor-operated household appliances** (CEE publication undergoing revision), **cooking and heating appliances.**

Applications for testing may be submitted to the CEE Secretariat, DEMKO, Lyskjaer, Herslev, Denmark.

Contact!

For information on electrical laboratory testing procedures in the Scandinavian countries, contact:

- SEMCO, Sfranzengatan 5, Box 30049, Stockholm 30, Sweden
- NEMCO, Fuglehauggaten 11, P.O. Box 5038, NV, Oslo, Norway
- DEMCO, Vognmagergade 8, Copenhagen K, Denmark
- Sahkotarkastuslaitos, Sarkiniementie 3, Helsinki, Finland

The American Standards Association (ASA), has observer status in the CEE. Copies of all CEE documents and publications are sent to ASA, whose headquarters are at 10 East 40th St., New York, N.Y. 10016.

A Nordic Scheme, so far applying only to Scandinavian-made electrical equipment, was put in operation last summer. Its purpose is to make it easier to get approvals from the other three Nordic countries for equipment which already has been authorized by the country where it was manufactured. DEMKO reports that this scheme is to be abolished as soon as the CEE's certification scheme is running smoothly.

The International Electrotechnical Commission (IEC) is to the world what CEE is to Europe. An IEC Technical Committee on Electrical Accessories was set up in 1934, and relations between CEE and IEC were spelled out in a 1947 Brussels agreement later ratified by both organizations. By coordinating the efforts of the two bodies, the pact seeks to avoid duplication of effort.

Spokesmen for export-minded U.S. firms trust that as international standardization proceeds, there will be less maneuvering over technicalities like the precise gap—should it be 1/16" or 3/32"?—between terminals and more cases in which realistic safety measures—such as an electric spark test—are made the determining criterion for acceptance or rejection.

Just as a bowler hat, a beret or a fedora should be equally acceptable if each performs the head-warming function assigned to it, so should a variety of electrical safety designs and materials meet with approval on the basis of practical tests. This is the position taken by American leaders of the industry.

Rhode Island official to chair panel on U.S.-Japan trade ties

Fred L. Hansen, Chief of the Rhode Island Development Commission's Industrial Division, Providence, has been named chairman of the corporate case histories panel of the Northeast States Conference on Exports to Japan, to be held in Hartford, Conn., on April 2. Co-sponsors are the Connecticut Development Commission and the U.S.-Japan Trade Council, Washington, D.C.

The Rhode Island Development Commission is among government and business organizations in eight states cooperating in planning the conference, to take place at the Hotel Statler-Hilton in Hartford. The all-day symposium is designed to help manufacturers of the New England States, New York and New Jersey to capture a larger share of the booming Japanese market for U.S. products. Japan is now America's largest overseas customer.

OOPS!

A relative of Etaoin Shrdlu, the newsplant gremlin, hexed INTERNATIONAL COMMERCE telephone communications last week, so that the "GWP" invoked by Chicago World Trade Conference speaker Paul Dietz as a counterpart of "GNP" came out wrong. Properly spelled out, his GWP was meant to signify gross world product.

Sveriges Riksbank, oldest central bank in world, basis for highly developed system in Sweden

All but 1 of 16 commercial banks are privately owned; leading ones have correspondents in United States

Sweden has an old and highly developed banking system.

The Central Bank of Sweden, Sveriges Riksbank, is the oldest existing central bank in the world and is controlled by the Riksdag (Parliament). It has the sole right to issue bank notes, and its main function is that of regulating the external and internal value of the Swedish currency. It controls the internal money market by means of discount and interest rates, serving as a basis for the private Swedish banks.

The Riksbank also acts as a convenient central source for Government and commercial bank short-term loans and as a safe depository for Government and commercial bank funds.

The Riksbank, through the Foreign Exchange Control Office, also controls the foreign exchange, serving as licensor of all exchange transactions with other countries. All payments to and from nonresidents must in principle be made through one of the Swedish commercial banks, which have been given powers by the Sveriges Riksbank to approve payments.

16 commercial banks

Of the 16 commercial banks in Sweden all but one are privately owned. The exception, Sveriges Kreditbank, is a Government-owned commercial bank created as a result of the reorganization of Jordbrukarbanken and the main part of Goteborg's Handelsbank, and was given its present name Jan. 1, 1951.

Seventy percent of the commercial banking business is handled by the four largest banks—Svenska Handelsbanken, with over 400 branch offices; Skandinaviska Banken, with over 270 offices, Stockholm's Enskilda Bank, and Goteborg's Bank. Stockholm's Enskilda Bank, with only one Provincial branch, occupies an important position both nationally and internationally. The leading commercial banks have correspondents in the United States.

The banks are subject to regular Government inspection. The duties of the Bank and Stock Exchange Inspection Board (Bank-och Fondinspektionen) include those of seeing that the banks conform to the Bank Act and their bylaws and, generally, of watching their activities to safeguard the interests of the depositors. For this purpose the Inspection Board makes regular examinations of the loan and investment portfolios of the banks.

To enable it to exercise its supervisory function the Inspection Board receives every month from each commercial bank a statement of the bank's assets and liabilities, drawn up on a form prescribed by the Inspection Board. These figures are published by the Inspection Board about a fortnight after the end of the month. A statement of the final accounts is submitted annually in conjunction with the closing of the books. The annual statement of account for all banks is published by the Inspection Board in April each year.

Commercial bank credits

The U.S. exporter planning to export to Sweden should have little difficulty in receiving payment for his products through the facilities of the Swedish commercial banks. They are the primary source of local credit for Swedish importers.

In principle, credit accommodation from the commercial banks is of a short-term, self-liquidating nature. According to the Swedish Banking Companies Act, the maximum period for which commercial bank credits may be granted is 12 months. The Act, however, does not prohibit successive renewals, and as a result bank credits may in appropriate cases remain outstanding for rather long periods.

Four major forms

Commercial bank credits are available in four principal forms: loans, overdraft facilities, discounting of bills and acceptances and documentary credits.

- Loans granted in a fixed amount and secured by collateral—real property bonds, or corporate shares, for example—or guaranteed by one of several endorsers are the most important form of commercial bank lending. These loans are made for three or six months but may be renewed repeatedly.

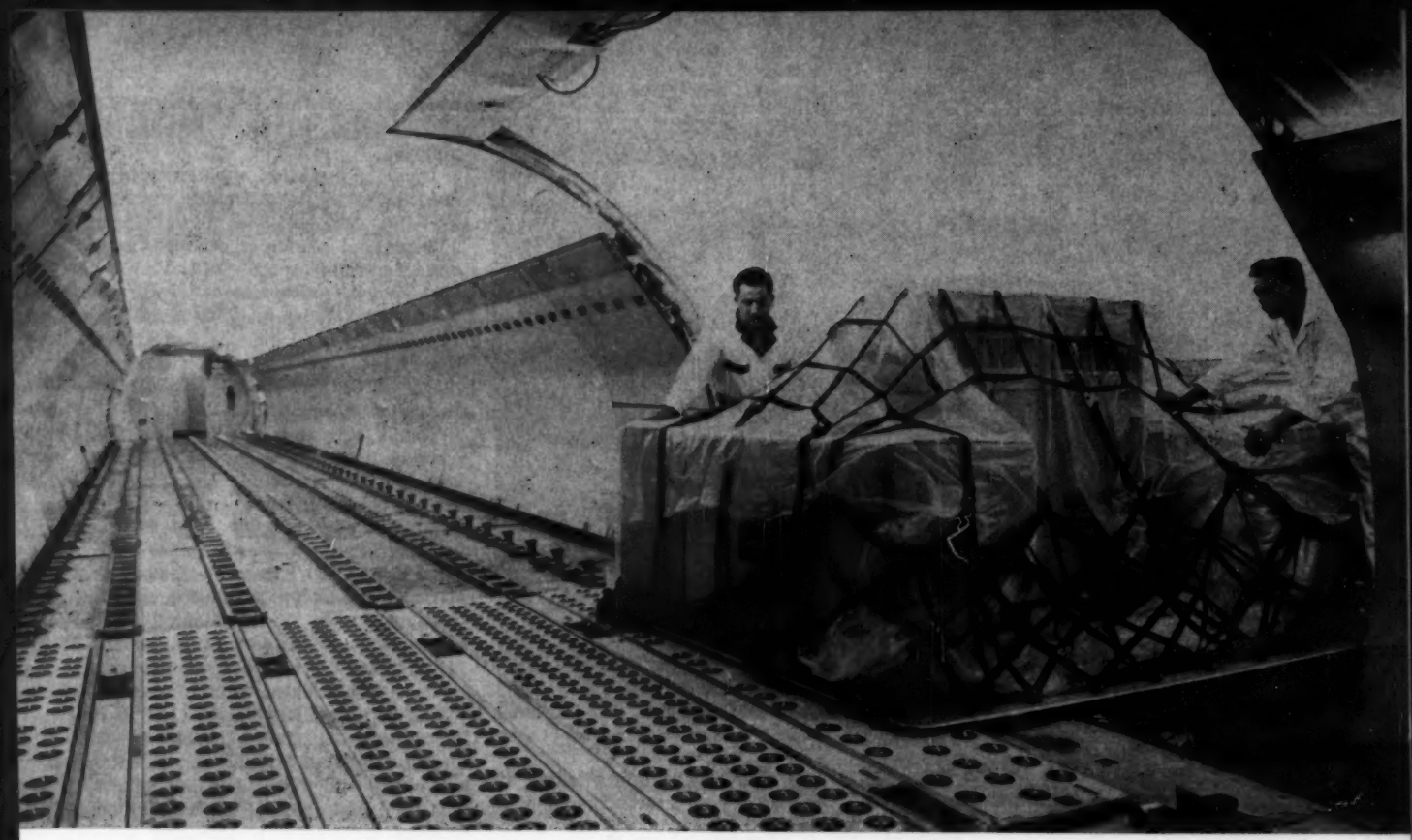
At the time of application for the loan, the terms of repayment or amortization will ordinarily be fixed. Owing to the regulations mentioned, a Swedish bank will in no instance be allowed to engage itself for more than 12 months, but the bank may confirm in writing its intention to review the loan with "a positive attitude" at maturity. Depending on the security pledged, the rate of interest will vary between 4¾% and 7¼% per annum.

- Overdraft facilities also must be secured by collateral or surety unless by way of exception, granted for a very short period. This credit form implies an authorization to the customer to draw checks on the bank exceeding the balance of his account up to an agreed maximum. The customer is charged a fee of 1% per annum on the total amount of the credit authorized, whether used or not, plus interest at the rate of 6% per annum on the portion of the credit actually used. The overdraft is granted for 12 months at a time.
- Discounting of trade acceptances is a common method for financing the sale of goods from manufacturer to wholesaler, or from wholesaler to retailer. The interest rate may vary from 5¼% for three-month trade bills to 7% or more for renewed trade acceptances or unsecured finance bills.
- Commercial letters of credit are issued and handled in accordance with international agreements, and commissions charged are on a level with those applied in other Western European countries. Because of their extensive international correspondents, the Swedish commercial banks are particularly well equipped to handle these transactions.

Hire-purchase financing

Swedish banks do not engage directly in hire-purchase financing. In recent years, a number of special institutions for the financing of hire-purchase trade have been established, the most important of which have ties with commercial banks.

Swedish commercial banks provide complete services in all branches of banking, domestic and foreign, including such activities as furnishing credit information, securities services, trust department services, and assisting in establishing business contacts. Aided by a well-developed network of correspondent banks, they maintain contact with every world trading and financial community of importance.



JET FREIGHTER'S cavernous interior welcomes large cargoes, with room here for 13 pallet-loads and more below. Aircraft like this serve Scandinavia.

MAJOR CARGOES

Float, fly to Scandinavia

Moore-McCormack, Pan American provide transportation, marketing services

An importer in Goteborg, Sweden, seeking a U.S. supplier of electrolytic tinplate. . . . Another Goteborg firm looking for stainless steel. . . . A New York electronic-components manufacturer is put in touch with Scandinavian buyers who place a $65,000 order with him. . . . A Philadelphia company seeking Scandinavian sales representation for lock washers. . . .

These are typical examples of export operations aided by Moore-McCormack Lines, Inc., and Pan American World Airways, the leading U.S. lines carrying American goods to Scandinavia.

A 1918 voyage of the *Catalonia* marked Moore-McCormack's entry into Scandinavian trade. Next summer, the line's newest and most progressive ships —the *Mormacargo*, the *Mormacvega*, the *Mormaclynx*, the *Mormacrigel*, the *Mormacaltair* and the *Mormacdraco*—will bring the fully automated "Constellation" class into the Scandinavian-North European service.

Automation and cargo consolidation techniques are also revolutionizing air transportation of freight, with Pan American World Airways vigorously carrying the American flag on the Scandinavian route. Each week, Boeing 707 and DC-8 jets with 8-10,000 lb. average cargo capacity make the round trip from New York to Oslo, with latest (Jan.-Aug. 1964) figures showing that Pan Am shipped some 212,000 pounds of cargo in and out of Stockholm in the eight-month period.

From the United States to Sweden, Pan Am carries mainly office machinery and electrical equipment; from Sweden, the line carries furs, office machinery and scientific instruments.

To Sweden, Mooremack carries American tin plate, steel, machinery, castings, motors, lubricating oil, tractors, chemicals, fresh fruits and other products in exchange for Sweden's autos, canned fish, hardbread, wood pulp, paper, glassware and woodenware.

Commercial links between the United States and Sweden have been powerfully strengthened during Moore-McCormack's half-century of work in Atlantic-North Europe waters.

In the line's second year, 1919, one 31-day period saw five sailings. By the early 1920's, Moore-McCormack led in serving all of Scandinavia.

Bouncily, Moore-McCormack has tackled commercial problems on this trade route and the line's bounciness is infectious. Serving U.S. and overseas

LATEST LINERS are 15 knots faster than old Hog Island ships which pioneered on Scandinavian route.

firms through its 30-year-old Trade Development Bureau, the steamship company has helped traders to take market changes in their stride.

The Americans bounced back when Scandinavians began making their own plastic products in preference to importing them. Mooremack seized the opportunity to bring in U.S.-made machinery for the new Scandinavian industry.

Again, the Americans bounced back after local manufacture of detergents sprang up in Scandinavia. Mooremack shifted from carrying detergents to carrying the materials for making them.

Railroading by air

Similar aids to flexibility and competitiveness are furnished by the "E"-for-export-excellence award-winning Pan Am World-Wide Marketing Service, made available by the airline without cost or obligation. The service reflects Pan Am's conviction that "expansion of foreign trade will be mutually beneficial—to buyers and sellers, and to Pan Am as an air cargo carrier."

This carrier regards itself as a veritable railroad of the skies. The comparison is more than metaphorical, with the hatch of an all-cargo Clipper Merchantman matching a standard railroad boxcar hatch in size. Large industrial shipments can be loaded without disassembly onto jet-cargo freighters accommodating more than 40 tons of merchandise and utilizing 13 quick-loading main-deck pallets with a capacity of over 6,700 lbs. each.

Pan Am offers this rule of thumb: "If your product is worth more than 69¢ a pound, it will be particularly worthwhile for you to investigate the economics of distribution by air."

The kind of economics involved, and the advantages for the shipper, are illustrated by the example of a hypothetical American appliance manufacturer with an overseas distributor able to display and sell 3 of the U.S. firm's 20 models each year.

"To stock more than that number in sufficient depth to meet consumer demand would be prohibitively expensive. But, when Clipper Cargo is brought into the merchandising picture, it becomes possible for the distributor to display and sell every model in the line. He no longer needs to carry a complete inventory to back up his display. Because the distributor can count on next-day overseas deliveries from the manufacturer, he can fill his customers' orders in a matter of a day or so.

"The result: By showing a wider selection, the distributor makes more sales. The expenses of warehousing and the costs of maintaining an overseas inventory have been eliminated. The risks of obsolescence as new models are introduced have disappeared. The manufacturer enters an overseas market in a strongly competitive position with local manufacturers."

An important feature of the World-Wide Marketing Service is the monthly publication, *Clipper Cargo Horizons*, which regularly carries free advertising in the form of classified marketing opportunities.

Diesel propulsion, modern refrigeration, liquid-cargo deep tanks and pumping apparatus, dry and powdered cargo facilities, automatic cargo conveyors and more efficient space utilization help Mooremack convey mammoth cargoes over the bounding main to Scandinavia. The line's head office at 2 Broadway, New York City, maintains close supervision over international operations through electronic devices.

The better than 24-knot operating speed of the "Constellation Class" cargo-liners serving Scandinavia was achieved partly through the innovation of a protruding bulbous bow designed to lessen water resistance.

Some 665,300 bale cubic feet of regular cargo and 40,000 cubic feet of refrigerated cargo down to minus 10°F. can be accommodated on each of these $10 million ships. There are six cargo holds with 29 multiple hatch openings. A 75-ton derrick serves hatches No. 3 and 4, a 5-ton boom serves hatches No. 5 and 6, and 10-ton and 5-ton derricks stand by for all. A high-pressure, high-velocity, high-efficiency type of air conditioning provides controlled temperature for a special cargo locker amidships as well as in all living quarters. Complete electronic equipment allows engine control from bridge and engine room alike.

These sleek new vessels represent the younger generation. They were preceded by four old-timers which enjoy almost legendary fame in Scandinavia—Hog Island ships which had been converted into combination cargo-liners capable of carrying 80 passengers.

These, the *Scanpenn, Scanmail, Scanstates* and *Scanyork* served the Scandinavian trade route for eight years, attaining a speed of 9 knots, with a gross tonnage of 5,300 tons. Two were sunk in World War II and two now serve under the Brazilian flag.

Royal citation

Also a legend in his own right was Mooremack founder Emmet J. McCormack, who—10 years before his death last month at the age of 84—was awarded by Sweden's King Gustav VI the Royal Order of Vasa, in recognition of McCormack's many services in cementing trade and friendly relations.

Much water had flowed under Mooremack cargo liners before this occasion, and much water has flown under them since. The capacity, speed, contours, facilities and cargoes may change, but the line continues to make major contributions to trans-Atlantic trade.

Nordic market among world's most prosperous

Billion dollar market seen if present trends continue

By HAROLD A. McNITT
Bureau of International Commerce

The Trade Center in Stockholm, the United States' new showcase in Northern Europe, will spotlight U.S. products in one of the world's most prosperous market areas. The four Nordic countries—Denmark, Finland, Norway, and Sweden—will soon be a billion-dollar market for U.S. exports if current trends continue.

The Nordic market area has one of the world's highest standards of living. Combined gross national product (GNP) for the four countries in 1964 topped $40 billion (at current prices), yielding a per capita GNP of nearly $2,000, one of Europe's highest. Available purchasing power of the nearly 21 million population exceeds that of many areas with far more inhabitants.

The Nordic area enjoys steady economic growth. In spite of important differences, the economies of Denmark, Finland, Norway and Sweden are alike in being stable and highly productive.

Economic rates of growth show a relatively steady upward trend. All four countries scored an advance of 5% or more (in terms of fixed prices) last year. Continued moderate growth, in the 4 to 5% range, is anticipated this year.

Industrial advances

The four countries are industrially advanced. As in the United States, population movement from farm to city has accelerated rapidly in recent years. Growth of large metropolitan centers has created a new interest in all kinds of consumer goods as well as the means to buy them.

Industrially, too, the Nordic countries are in tune with the United States. High grade U.S.-made machinery is a major U.S. export to each country. Because of a general shortage of skilled labor, automation equipment and other labor-saving machinery is especially needed.

The accessibility of the Nordic market also spells profits for U.S. exporters. International trade plays a vital role in Scandinavia and Finland. Commercial and trading procedures—reflecting centuries of experience—are highly efficient.

U.S. products with sales appeal seldom encounter difficulties in distribution. Financing is simplified by excellent banking systems in each country. Through correspondent relationships Nordic area and U.S. banks normally cooperate closely in providing their services to U.S. exporters.

Liberal tariff and import control policies are another significant factor contributing to the accessibility of the Nordic market area. Nordic country tariffs are generally low-to-moderate. Quantitative restrictions on non-agricultural items are relatively few.

Nordic cooperation

Commercial cooperation among the Nordic countries makes it easier for U.S. producers to serve the entire region. An example is the current effort of the four countries to harmonize their electrical safety standards, aiming ultimately at a

This is a Trade Center

Definition of a U.S. Trade Center: A permanent display facility established in an important foreign commercial city for exhibition and promotion of U.S. products for export.

Locations: London, 57 St. James St.; Bangkok, 971 New Road; Frankfurt, Bockenheimer Landstrasse 2-4; Tokyo, Tameike Tokyu Bldg.; Milan, Via Gattamelata 5; Stockholm, Vasagatan 11.

Benefit to potential exporter: A convenient and inexpensive means of testing a foreign market and locating an agent.

Benefit to established exporter: An inexpensive means of promoting his products by introducing them to a wider range of potential buyers. Also a means of supporting present agents.

Services to exhibitors: Facilities and assistance for display or sales of goods to exhibitors; carefully tailored publicity program; assistance in obtaining permanent sales representation in foreign markets; arrangements through Commerce Department Field Offices for advice and assistance on export sales procedures, marketing and credit information, documentation.

Method of operation: By a series of promotions, each featuring a single product theme. A promotion is an exhibition of goods at the Trade Center, backed by a publicity campaign. The fee for participation in a scheduled exhibit is $240. In addition, exhibitor pays costs of shipping display merchandise from point of origin to overseas port of entry for the Trade Center.

Publicity: The Commercial Officer of the U.S. Foreign Service post identifies as many users, buyers, and agency outlets as possible—usually running into hundreds—and sends them special invitations to visit the Center. A market promotion campaign utilizing trade paper advertising and newspaper publicity is conducted by a professional public relations counsel. Exhibitions are also publicized by neighboring Foreign Service posts.

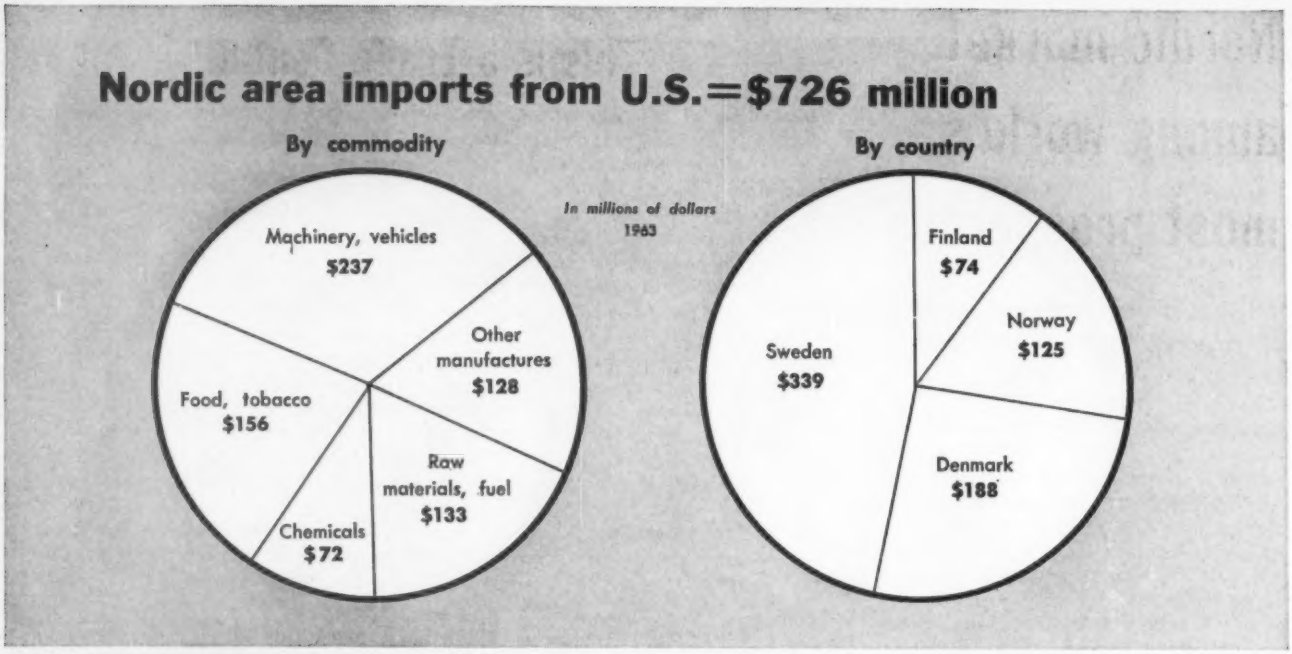
Representation by exhibiting firm: Individual exhibits must be manned either by a representative sent from the United States or by the exhibitor's local agent.

Rules for participants: Products must conform to the product theme. Ground rules are set forth in an information brochure provided to each prospective participant.

How to get started: Write to the Bureau of International Commerce, BIC-8190, U.S. Department of Commerce, Washington, D.C., 20230.

Participation by small firms: The Department of Commerce is prepared to offer every possible assistance to facilitate entry of small firms into the export market. Small businessmen are urged to discuss opportunities for increased sales and profits through export with trade specialists of the Commerce Department Field Offices.

In-between shows: Between regularly scheduled exhibitions, Trade Centers are available to U.S. firms or local representatives of U.S. exporters, for display of a specific product, for seminars, or other promotional activities. Communicate with Trade Center Director at any of the six locations.



uniform testing requirement for the entire area.

Chief instrument for coordinating Nordic affairs is the Nordic Council, which includes Iceland as well as Denmark, Finland, Norway and Sweden. A Treaty of Cooperation, signed by the five countries in 1962, pledges the members to "create uniform rules in the Nordic countries in as many respects as possible."

Sections of the Treaty are devoted to juridical, cultural, social, communications and economic cooperation. By bringing the Nordic countries closer together, the Council gives U.S. and other foreign exporters the advantage of a more uniform market area.

Another major influence bringing the Nordic countries together is the European Free Trade Association (EFTA). That organization includes the United Kingdom, Switzerland, Austria and Portugal as well as the three Scandinavian countries. Finland, as an associate member of EFTA, receives all the tariff benefits of full membership.

Chief goal of EFTA

The chief goal of EFTA is to bring about elimination of duties on all non-agricultural goods traded between member countries. This is being achieved on a step-by-step basis. By the end of 1966 (Finland, 1967), each member is scheduled to have eliminated its duties on non-agricultural products manufactured in other member countries. At present, goods traded between the EFTA countries receive a 70% tariff reduction on the established rates of duty.

Overall effect of EFTA since its founding in 1959 has been a striking increase in economic activity within the association's boundaries. This in turn has acted as a powerful stimulus for trade, both between the member countries and with the outside world. As a result, U.S. exports to the Nordic countries have increased substantially since EFTA was formed, in spite of the tariff advantage accorded goods manufactured within the association.

EFTA, unlike the European Common Market, does not maintain a common external tariff. Goods entering from outside the association are assessed in accordance with the tariffs of the individual importing country.

Transport excels

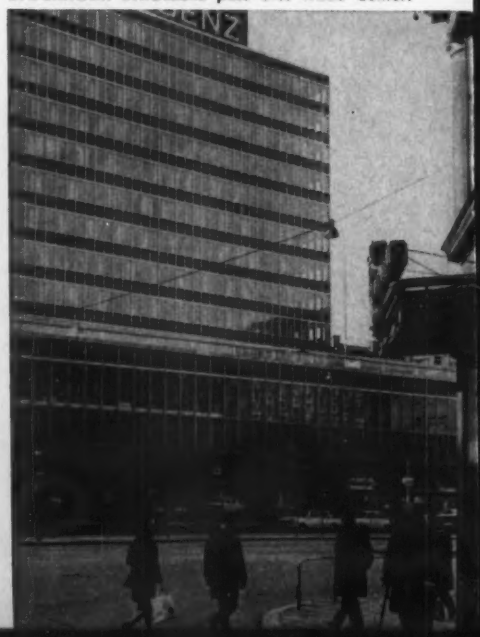
The Nordic market area has well-developed transportation and communication facilities. National boundaries pose few problems. The railroads, most of them diesel or electric powered, are swift and efficient. Freight handling is fast and effective. Air service throughout the region is frequent and comfortable. Jet flights from Stockholm to Copenhagen, Oslo and Helsinki take about an hour. Truck and sea transportation are also highly developed.

In addition, excellent connections are available to the United States, Continental Europe and other parts of the world. Pan American Airways provides direct service from the United States to all four Nordic capitals. Moore-McCormack operates regular freight service to the area.

An additional marketing advantage is provided by the four large free ports at Copenhagen, Goteborg, Malmo and Hanko (Finland). These offer storage facilities in which goods may be held, packed, otherwise treated, or reshipped without payment of duty. Norway's "free warehouses" also provide certain of these services.

Each of the Nordic countries, however, is politically, economically and culturally independent. In spite of rapidly growing ties, inhabitants of the area are first and foremost citizens of Denmark, Finland, Norway or Sweden, and wish to be considered as such. U.S. firms marketing successfully in the region have found that best results are usually obtained through separate national sales agents or distributors in each country, when this is practicable.

STOCKHOLM STROLLERS pass U.S. Trade Center.



Stopover in Copenhagen

Thriving Denmark should attract exhibitors from nearby Stockholm Trade Center

BY MARION ANDERSON

Commercial Attaché
U.S. Embassy, Copenhagen

The opening of the regional Scandinavian Trade Center in Stockholm should provide a big boost in exports of American products to the Danish market.

The proximity of Copenhagen to Stockholm makes it possible for exhibitors at the Trade Center to stopover in Denmark, either before or after a show, without added transportation costs. Danish businessmen, who generally are knowledgeable and keen traders, appreciate and welcome the chance to discuss business on their home grounds.

Therefore, American firms exhibiting at the Trade Center should use this opportunity to make a personal approach to the Danish market, the ideal method of establishing relations with Danish importers and distributors.

The first exhibition at the Trade Center in Stockholm, packaging machinery, covers a field in which United States firms have a good potential in Denmark. There is a growing market for most of the equipment to be displayed, particularly case filling and case packing machinery, automatic liquid measuring devices, and blister packaging machinery. Subsequent themes planned for exhibition at the Trade Center also offer positive opportunities for exports to Denmark: apparel fabrics in May, medical instruments and supplies in June, and photographic equipment and supplies in September.

Sales to the Danes

United States exports to Denmark passed the $200 million mark for the first time in 1964. According to preliminary foreign trade statistics for January through November, imports from the United States amounted to $203.4 million, compared with imports of $187.8 million for the full year 1963. Much of this gain is due to inventory replenishment and industrial investment, since the categories of manufactures which registered the greatest increases were machinery and appliances, chemicals and plastic raw materials.

The industrial boom which increased Danish imports from several countries in 1964 is expected to continue, with inflationary tendencies curbed somewhat by the adoption of more stringent fiscal measures. However, despite the certainty that much of the excess demand will be soaked up through additional taxes, imports will probably increase moderately in 1965.

Denmark's growing industrial activity is creating a constant need for raw materials, semi-manufactures and producers' goods. Thus the short-term outlook for U.S. exports of machinery and equipment, chemicals, plastic raw materials, electronic components, scientific and laboratory research instruments, and apparel textiles is promising.

Less certain

Chances for any substantial increase in exports of U.S. consumer goods to Denmark are less certain, as the extent of the fiscal restraint to be introduced at the consumer level is not yet determined. Nevertheless, the constantly improving standard of living and increasing buying power, should maintain demand for a wide variety of consumer imports.

Many American products which are available in Denmark are imported from European subsidiaries of U.S. firms. Such goods account for a growing share of Danish imports from England, The Netherlands, Belgium, West Germany, France and Italy. For example, passenger cars and trucks imported from American subsidiaries in England, Germany and France represented an estimated 40% of total motor vehicle imports in 1964. At a Copenhagen technical exhibit featuring metal and wood working machine tools and equipment last fall, approximately 75% of the American products exhibited were manufactured in Europe.

The remaining products were more advanced machinery produced in the United States, such as the latest in numerically-controlled metal stamping and cutting machines.

American subsidiaries in Europe use various techniques to promote their products in the Danish market. Several firms located in England participated in the outstanding U.K. trade promotion drive in Denmark in 1964. British Week, which

DENMARK OFFERS ample opportunity for fishing but only 14,000 Danes are professional fishermen with an additional 6000 making part of their living in this profession. Photo shows mackeral being packed.

Market profile—Denmark

Area: 16.9 thousand square miles (about one-half the size of Maine).
Population: 4.7 million (1963).
Currency: Danish crown (1 crown = $0.145), convertible for current transactions.
Per capita income: Annual average national income per capita, $1,542 (1962). Average hourly wage for adult male skilled workers, $1.40 (1st qtr. 1964).
Gross national product: $8.0 billion in 1964 (1962 prices).
Principal cities: Greater Copenhagen, 1,336,032; Aarhus, 120,614; Odense, 110,875; Aalborg, 85,892; Esbjerb, 55,755; Randers, 42,515.
Value of foreign trade (1963): Total exports, $1.8 billion; total imports, $2.1 billion. Imports from United States, $188 million (c.i.f. value); exports to United States, $120.4 million.
Principal exports: Meat and products, dairy products, machinery.
Principal imports: Fuel, machinery, transportation equipment, iron and steel, metals, feedstuffs, grain.
Principal trading partners: Imports—Federal Republic of Germany, United Kingdom, Sweden, United States. Exports—United Kingdom, Federal Republic of Germany, Sweden, United States.

ran from September 26 to October 4, stressed trade ties with Denmark, and also included a visit by Princess Margaret; ballet and theater performances; running double-decker London buses for sightseeing in Copenhagen, and the operation of a typical British pub in Copenhagen's City Hall Square. A window-display contest provided nationwide exposure for many American products such as foodstuffs, vacuum clearners, hand tools, lint removers and sporting goods.

However, this does not mean that direct sales in Denmark from manufacturing facilities in the United States are more difficult. Here again the record speaks for itself. During the past two years several American manufacturers have opened sales or distribution outlets in Denmark to promote the export of such U.S.-made products as plastic raw materials, abrasives, and compressed air equipment. More than one company reports that it has doubled exports to Denmark since establishing an office in the country.

Even if an American product is competitive in price, quality and delivery time, success in expanding a firm's exports to Denmark depends mainly on one important factor: support of the distributor. This involves (1) visits from a company representative and regular calls on the distributor's customers; (2) participation in Trade Center exhibits and international fairs of proven or potential importance; (3) keeping the distributor informed of new product developments; and (4) immediate response to requests for replacement parts, emergency servicing of machinery, and resupply of goods. Success in the sophisticated Danish market is largely dependent on this type of detailed attention, and such steps should be followed systematically and faithfully.

Denmark's expanding economy, in both the agricultural and industrial fields, and its constantly improving standard of living offer opportunities to aggressive United States manufacturers and exporters who are prepared to explore market possibilities, to sell in moderate quantities, and to back up their agents.

Finns on buying spree

Imports from U.S. jumped 27% during first 10 months of 1964, exports up 12.5%

BY STEPHEN DUNCAN-PETERS

Commercial Attache,
U.S. Embassy, Helsinki

Nineteen sixty-four was a good year for the Finnish economy, and for U.S. sales to Finland. The gross national product grew an estimated 5% in real terms, a distinct improvement over 1962 and 1963. The manufacturing sector, bolstered by the strong world market for pulp and paper, led the upswing with an expansion of 7%.

Activity in the service sectors was also high, but agricultural production rose only marginally and the construction industry barely reached the 1963 level.

Foreign trade was booming in both directions. Exports, led by pulp and paper, rose by 12.5% while imports jumped an estimated 25%, with machinery, motor vehicles, and one-time items such as aircraft for Finnair showing biggest gains.

Foreign trade statistics covering January-October 1964 (the latest reliable data available) revealed that Finnish imports rose to a total of $1,231 million, an increase of over 24% from the January-October 1963 total. Finnish exports of $1,057 million also increased, but to a lesser extent, rising over 12% from the corresponding 1963 level.

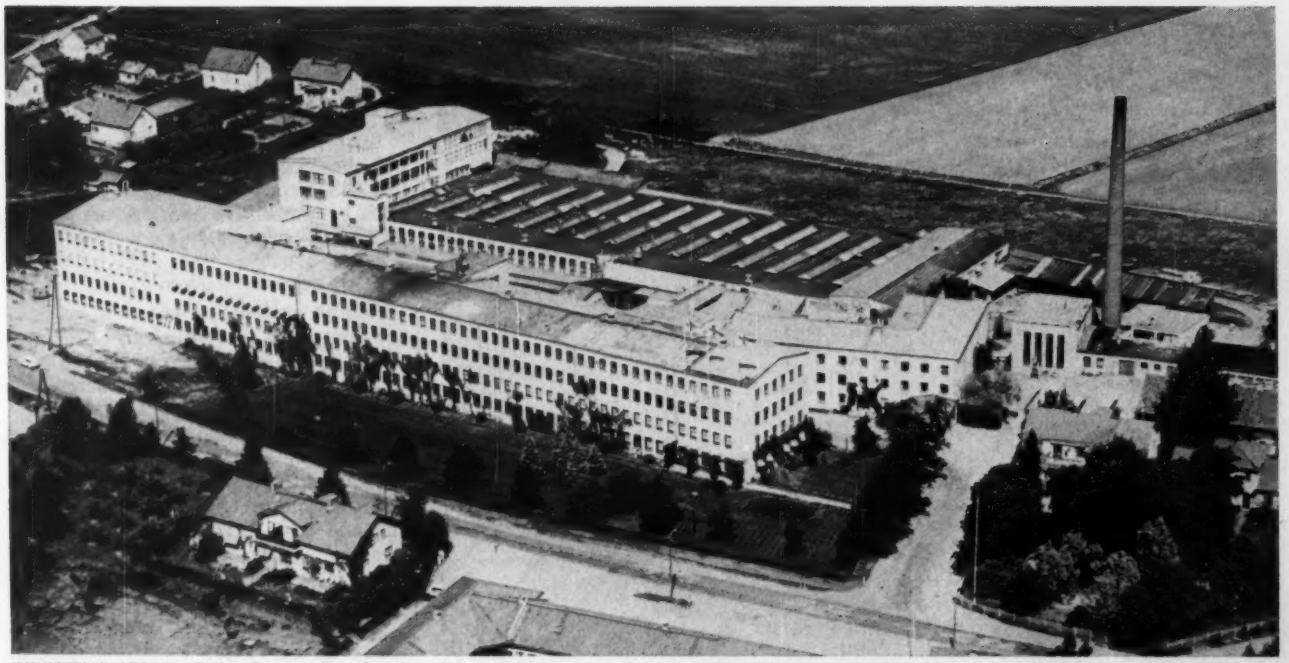
Chief suppliers

Finland's main suppliers, in millions of dollars, were: the German Federal Republic, $208.7 (1963—$177.3); the USSR, $202.9 (1963—$153.9); the United Kingdom, $159 (1963—$135.9); Sweden, $139.3 (1963—$110); and the United States, $74.6 (1963—$58.5).

U.S. traders managed to maintain the same share of the market—about 6.2%—which they had in 1963.

United States sales to Finland made very satisfactory advances during the first 10 months of 1964, expanding by 27.5%, while American purchases from Finland also increased very substantially, reaching $62.3 million, 24% above the preceding year's total.

U.S. sales consisted mainly of manufactured goods. The principal categories, by SITC groupings and with values in millions of dollars, were: non-electric machinery, $23.5 (1963—$14.5); transportation equipment, mostly automotive vehicles, $7.7 ($3.1); electrical machinery, $3.7 ($2.9); plastic materials and resins, $3 ($2.2); textile manufacturers, $2.6 ($1.9); organic chemicals, $2.1 ($1.7); scientific instruments, $1.9 ($1.3); tools, $1.4 ($0.9); miscellaneous manufactured articles, $1.5 ($2.1); chemical materials, n.e.s., $1.2 ($1); medicinals and pharmaceuticals, $0.9 ($0.8).



INDUSTRIAL AREA at Turku shows Hellas chocolate factory in foreground, Ipnos biscuit and bread factory in background. Courtesy Finnfoods Ltd., Helsinki.

Other valuable import commodities provided by U.S. sources were: fruit, $4.6 (1963—$4.7); tobacco manufactures, $4.5 ($4.9); cereal grains, $3 ($2.7); cotton, $1.7 ($1.8); fertilizers, $1.4 ($0.5); petroleum products, $1.4 ($1.4); and oil seeds, $1.3 ($4.3).

Principal imports

Finland's principal imports during this period (values in millions of dollars) were: non-electric machinery ($182.2); transport equipment, mostly automobiles ($170.5); petroleum products ($90.4); electrical machinery ($82.8); manufactures of iron and steel ($82.4); textiles and textile fibers ($69.6); coffee, tea, and cocoa ($43.2); coal and coke ($35.4); sugar ($32.2); manufactures of metal, exclusive of iron, steel, or aluminum ($31.2); organic chemicals ($27.4); fruit ($27); plastic raw materials, resins, etc. ($24.6); cotton ($23.9); scientific instruments, all types ($20.7); medicinals and pharmaceuticals ($14.9); aluminum ingots and sheets ($12); and wearing apparel of all types ($10.1).

Good trade prospects

Finnish commercial and shipping sources predict an equally high volume of imports for the current year in most commodity and product categories except for automobile imports, which should be inhibited by recent credit restrictions affecting their sales.

Government and banking officials have become increasingly uneasy over Finland's growing trade deficit, but there are no indications of a reversion to import quotas. An attempt to reduce the deficit by indirect monetary measures affecting imports and by much more aggressive export promotion is more likely.

The overall Finnish import surplus was probably a record $200 million, which was more than offset by the net inflow of invisibles and heavy long-term borrowing, chiefly by the Government. Thus, hard currency reserves actually increased.

Finland's exports to the United States have traditionally highlighted newsprint and other papers, paperboard, plywood, and related items. These products still dominate this trade, but a number of new commodities such as furs, glass products, and sports articles, are becoming increasingly important.

The United Kingdom continued to be Finland's main overseas market, accounting for 22.7% of its total exports ($240.8 million), while the USSR absorbed 11.8% ($124.7 million) and the German Federal Republic took 11.3% ($119.5 million). The United States ranked sixth, accounting for 5.9% of the total.

Finland's industrial enterprises have been investing heavily in plant expansion and diversification. These projects have generated a strong demand for imported capital goods such as processing, assembling, or packaging machinery, as well as construction equipment, building supplies, fixtures, hardware, tools, and similar equipment.

The construction of several new hospitals will also be undertaken in the near future, thus creating promising trade opportunities for suppliers of hospital equipment, and medical instruments.

The country's airports are also scheduled for modernization and the introduction of modern aircraft landing-guidance equipment.

The rising standard of living and the influx of people into urban centers have created a much greater demand for television sets, washing machines, driers, record players, freezers, larger sized refrigerators, and the whole range of household and kitchen fixtures, utensils, and gadgets.

Local retailers report some novel changes in Finnish tastes, noting that better quality food products, cosmetics, and other consumer goods are becoming more popular. They also expect increased sales in textile fabrics, clothing apparel, toys, and camping or sports items.

U.S. goods rally

The present high volume of Finnish imports from the United States, reversing a three-year downward trend, is primarily attributable to an intensive U.S. trade promotion program implemented in Finland throughout 1964. The campaign included a month-long tour by a U.S. Trade Development Mission in May and a highly successful automotive repair and maintenance exhibit at the Helsinki International Trade Fair in September.

The program provided unique oppor-

tunities to introduce American equipment and other products to local businessmen, who would not otherwise have been able to compare them with those offered by our European competitors.

Interviews with several hundred Finnish businessmen indicate that demand for U.S. products is very high—if the price is competitive and delivery can be made in a reasonable time.

Up to date

Finnish merchants who studied business proposals submitted by American firms showed great interest in the newer and more sophisticated products. This tendency to seek out the newest creations reflects the traditional Finnish preference for whatever is "modern," whether it be in architecture, art, household furniture, or dress. The preference for modern design and up-to-date packaging generally favors American products, as they are often closer to the Finnish taste than our competitors.

A number of factors, many of them non-recurring, caused a sharp increase in domestic price and wage levels during 1964. Uneasiness among consumers resulted in a cost-price squeeze which cut profit margins, particularly in the export industries. It did not, however, inhibit private investment, which rose by an estimated 15% in real terms.

Consumption appears to have increased by only 3%, but this does not include the purchase of vehicles, which rose by a remarkable 80%.

The outlook for 1965 is somewhat uncertain due to the British import surcharge and higher bank rate, and to the reduced competitiveness of certain Finnish export industries. Exports are expected to rise by about 10% in 1965, and if they don't there may be a general leveling off in the entire economy.

Fiscal stringency in the public sector has also forced a cutback in some Government investment programs, particularly highway construction. Private industrial investment may also be discouraged somewhat by increased corporate taxes, higher production costs, export marketing uncertainties, and the shortage of bank financing.

Should boost consumption

On the other hand, the reduced personal income tax should boost private consumption, including imported consumer goods. Price rises will probably also be much less extreme than in 1964.

Thus the market for American products in Finland, particularly consumer durables, should continue strong.

The Finnish Government is participating very actively in the Kennedy Round

and is prepared to make 50% linear tariff cuts on the great bulk of Finland's industrial imports. If this negotiation is successful, it should materially reduce the tariff advantages enjoyed in the Finnish market by EFTA suppliers and the Soviet Union (which is accorded EFTA tariff treatment).

The demand is there, but it is like a seed which must be nourished if it is to blossom. The most effective way to achieve this growth is through personal contact.

Market profile—Finland

Area: 130,000 square miles (roughly the area of California).
Population (June 1964): 4.6 million.
Currency: Finnmark (1 mark = $0.3125), convertible for current transactions.
Per capita income (1963): $1,046.
Gross domestic product: $6.3 billion (1963). Estimated increase in 1964, 5% (at fixed prices).
Principal cities: Helsinki, population 477,000; Turku, 130,800; Tampere, 133,000.
Foreign trade (1963): Total exports, $1.15 billion; total imports, $1.2 billion. Imports from U.S., $74.4 million (c.i.f.); exports to U.S., $60 million (f.o.b.).
Chief exports: Wood pulp, paper, timber and products, plywood, machinery, copper and products.
Chief imports: Industrial machinery, grains, fruits, coffee, cotton, tobacco, petroleum products, coal, base metals.
Principal trading partners: United Kingdom, Federal Republic of Germany, Soviet Union, Sweden, France, United States.

New report on Sweden available next week

Several other Overseas Business Reports give Nordic area data

A new Commerce Department publication on Sweden will be off the presses in about a week.

Entitled, **Foreign Trade Regulations of Sweden,** OBR 65-14, the publication is another in the Overseas Business Reports series prepared by the Bureau of International Commerce and the Business and Defense Services Administration. Price, 15 cents.

Write: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402, or any of the Commerce Department's Field Offices.

Among other Commerce reports on the Nordic area countries are the following, available at the addresses just given. Copies are 15 cents each.

Basic Data on the Economy of Sweden. OBR 63-159. 16pp. February 1964.

Market Information on Electronic Products in Sweden. OBR 64-93. 6 pp. September 1964.

Basic Data on the Economy of Denmark. OBR 63-112. 18 pp. July 1963.

Market Information on Electronic Products in Denmark. OBR 64-94. 3 pp. September 1964.

Preparing Shipments to Denmark. OBR 63-30. 7 pp. January 1963.

Basic Data on the Economy of Finland. OBR 64-19. 15 pp. April 1964.

Foreign Trade Regulations of Finland. OBR 64-132. 8 pp. December 1964.

Basic Data on the Economy of Norway. OBR 64-65. 13 pp. June 1964.

Foreign Trade Regulations of Norway. OBR 64-137. 8 pp. December 1964.

MODERN BUILDINGS are seen throughout Finland as influx of population to urban centers continues.

AGRICULTURE has always been major factor in economy of Denmark although half of farms are small.

LONDON

BANGKOK

FRANKFURT

TOKYO; below, MILAN

From London to Tokyo, Centers help build long-term markets

In five cities, exhibitors have appointed more than 600 agents, distributors to consolidate and expand U.S. sales

The appointment of more than 600 agents and distributors in overseas markets is directly attributable to exhibits by U.S. firms in one or more of the U.S. Trade Centers, Commerce officials report. The figure was revealed in a study of the activities of the five established Centers that are augmented this month by the opening of the sixth U.S. Center by the Bureau of International Commerce at Stockholm.

In addition to this strengthening and expansion of sales territories abroad, on-the-floor sales were reported last year of $9.5 million and exhibitors reported subsequent sales or firm prospects that would swell the total to over $83 million. Of the 1,312 firms that exhibited in the five Centers in 1964, more than half were small firms.

The first U.S. Trade Center abroad was established in London in June 1961. Four others have been set up since that time—at Bangkok in May 1962; Frankfurt, November 1962; Tokyo, April 1963, and Milan, January 1964.

About 3,000 exhibitors—the majority small firms, and more than 700 new to the market—have participated in 82 shows since the program's beginning. Visitors have numbered over 250,000. Some shows are open only to trade visitors; others, to the public as well.

Almost 60 different product themes have been selected for promotion.

Activities tallied

All of the Trade Centers have exhibit space—ranging from 5,000 to 7,500 square feet—as well as a commercial library, businessmen's lounge, conference rooms and offices. A staff of trade promotion officers assists exhibitors and buyers. Locations and activities of the Centers are tallied as follows:

- In historic Piccadilly, the U.S. Trade Center in London serves not only the United Kingdom but Ireland and the Continent as well.

With a head start in 1961, the showcase by the end of last year had put on a total of 27 exhibitions with participation by 848 exhibitors, 272 of whom were new to the market. More than 200 agents and distributors were appointed.

A Quakertown, Pa., restaurant equipment manufacturer who participated in a London Center show early last year described the interest he found there as "topnotch." "The show enabled us to contact prospects in several countries," said C. M. Weyland, president of Magikitch'n Equipment Corp. "As a result, we expect our export business to show a very healthy increase in the next couple of years."

His enthusiasm did not wane. Magikitch'n participated early this year in the institutional catering equipment shows at both the Frankfurt and Milan Centers.

- The second Center was established in Bangkok, about a year after the first, to serve Southeast Asia. A crossroad for commercial travelers from all directions, this Center has had more visitors than any of the others. By the end of last year the total was 138,000; more than 40,000 of these were trade visitors. About 75 agents and distributors were appointed.

The Bangkok representative of Motorola Overseas Corp., after last fall's Sight and Sound Show, wrote as follows: "This exhibition will surely reflect a substantial increase in our sales of Motorola products because we notice the tremendous increase in volume of local inquiries as well as personal contacts."

- Frankfurt's location in the heart of the Common Market is reflected in its whopping sales figure by the end of last year: $7.6 million in sales during shows; subsequent expected sales, $62 million. Eighteen product themes have been promoted by 631 exhibitors, of whom 191 were new to the market. Agents and distributors appointed totaled 176.

Hundreds of buyers, wholesalers, distributors, and technicians from the Federal Republic of Germany and 14 other European nations came to look at the photo equipment show last year and stayed to buy. Eight U.S. exhibitors made their first sales in Germany as a result.

An exhibition of business machines and equipment is now in progress.

- The Center in Tokyo, now almost two years old, ranked next to Bangkok's in visitors by the end of last year. The proportion of trade visitors was higher: 35,000 of a total of 50,000. The ten

shows have had 377 exhibitors, 206 of them small exhibitors and 45 new to the market. Agency or distributor relationships, 41.

Sets a record

Sales at the sporting goods exhibition last October set a record for this Center, when 41 exhibitors rang up about $1 million in on-the-spot business and estimated at least $8 million more in follow-up sales. Paul R. Svanberg, sales manager of the Sportman's Golf Corp. of Melrose Park, Ill., said: "This was our firm's first attempt in Japan and a conservative estimate indicates a sales potential of $100,000 over the next 12 months."

● The youngest Trade Center, scarcely more than a year old, is located on the Milan fairgrounds. The Center during 1964 staged eight product promotions. More than 75 agencies or distributors were appointed.

The final show of the year, Laundry and Dry Cleaning Equipment, topped all previous Milan Center shows in sales volume. On-the-spot sales totaled $603,750; sales foreseen for 1965 as a result of the show, about $3 million. The show helped several U.S. companies enter the Italian market for the first time and identified U.S. manufacturers in the burgeoning Italian market as prime sources of top quality equipment.

Most exhibitors complete more sales after a show than during it. And sometimes exhibitors actually sell more during the ensuing year than they themselves foresee at the end of the show in which they have participated.

Exceed expectations

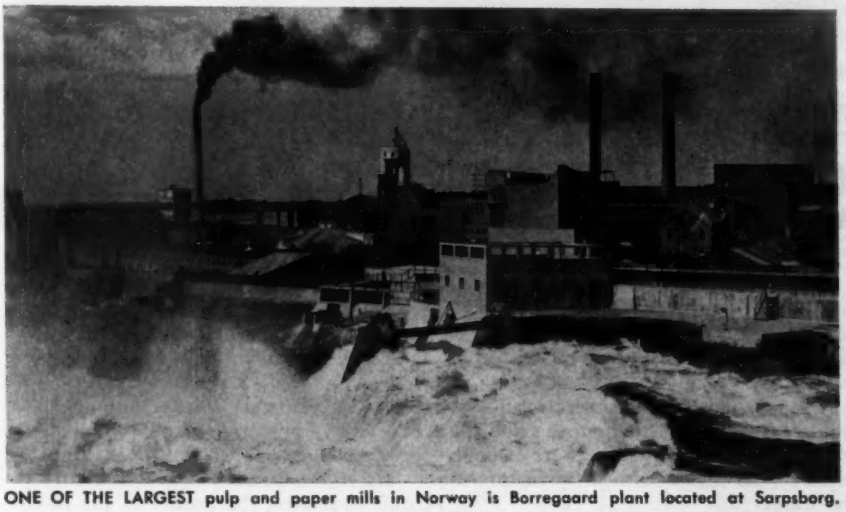
Such was the experience of Perkin-Elmer Corp., Norwalk, Conn., which displayed at the Industrial Instruments and Laboratory Apparatus show, the Tokyo Center's first. At the close of the exhibit, the firm estimated follow-up sales at $7,500. It has since reported that sales in the 12-month period after the show actually reached $100,000.

The six Trade Centers will be promoting sales of a variety of U.S. exports during the remainder of the year through some 25 or 30 specific product exhibitions. Hundreds of U.S. firms will be there—many of them small, some new to the market. Agents and distributors will be appointed. Millions of dollars worth of goods will be sold.

Will the thousands of visitors see your products on display?

The schedule at right gives a good idea of the variety the Centers will offer—and buyers will seek—around the world in the coming months.

NEW IRON WORKS at Mo i Rana in the county of Nordland, Norway is typical of modern plants in area.



ONE OF THE LARGEST pulp and paper mills in Norway is Borregaard plant located at Sarpsborg.

While the Stockholm Trade Center is getting all the attention, what are the other five centers doing?

Going about their usual business of exposing American products to the rest of the world. And this includes scores of machines, apparel items, agricultural products and houseware.

Shows at the other five centers through September are:

London—audio-visual equipment and training aids, May 11-21; industrial design services, June 15-25; industrial fasteners, Sept. 7-17.

Frankfurt—food processing, freezing and packaging equipment, April 7-14; poultry equipment, May 5-12; plant and equipment maintenance, June 9-16; 'do-it-yourself' home maintenance (tentative), Aug. 25-Sept. 2; nuclear instrumentation (tentative), Sept. 27-Oct. 2.

Milan—foods and agriculture (Department of Agriculture), April 14-25; industrial fasteners, May 22-29; industrial process controls, June 20-27; packaging machinery, Sept. 11-17.

Bangkok—metal-working equipment, April 14-25; air conditioning and refrigeration equipment, May 19-June 2; American products (local), July 7-23; hotel, restaurant, apartment house equipment (tentative), Sept. 15-Oct. 1.

Tokyo—business machines, April 20-28; industrial pumps and compressors, May 19-29; metal surface finishing equipment (tentative), June 29-July 8; air conditioners and dehumidifiers, July 21-30; seeds (Department of Agriculture), Aug. 16-27.

HIGH-RANKING U.S. and Philippines Government officials and businessmen look at the exhibits on opening day of the Sample Display Center in Manila.

IN MANILA

Sample Display Center 'important adjunct'

An "important adjunct" to the commercial side of the U.S. Embassy in Manila, the Sample Display Center, has opened with displays of numerous products.

The strength of invisible thread, the utility of a self-adjusting wrench and the merits of ballpoint pens were among some of the things learned by visitors to the Center.

Effective and attractive displays at the event pointed up these products and numerous others, including:

Room air conditioners, aluminum extrusions, plastic draperies, radio and amplifier development boards, fishing bobbers, water purifiers, veterinary pharmaceuticals and supplies and insecticides.

The ultimate success, however, will depend largely on the quality of the products displayed. The Embassy reported that it recommended 25 products for display but only a handful of those were sent to the center.

METAL CLIPS on fishing bobbers have advantages, says Joseph Rand (left), Commercial Attaché, to Clemente C. Abella (right), president of the Trade Missions Club, and Domingo Arcega, past president of the Chamber of Commerce of the Philippines. The bobbers are exported by the Alrick Co., Topeka, Kan.

Only a few

The 25 recommended products, of which only a few were displayed, included:

Plumbing hardware, packaging machinery, canned fruits, office machines and appliances, irrigation equipment, car air conditioners and coolers, safety equipment, automotive hand tools, small vehicles, teaching aids, small portable power plants, household hand tools and furniture hardware.

Also lawn mowers, automotive replacement parts, builders hardware, nuts and rivets, inexpensive commercial scales, bourbon whiskey, garden tools, plastic raw materials, paint pigments, tiles, new and novel items and urea.

Small but interesting

Some visitors commented on the size of the Display Center, saying it was "smaller than I thought." Embassy officials replied that the Center is a permanent thing and that new products would be brought in continually, including those in which the visitors might be interested.

DRAPES IN the hand and kittens in the basket were among the attractions offered by Plastic Interiors and the C. J. Martin & Sons veterinary medicine display to potential agents who visited Center found sample products from U.S. on display.

More than 30 manufacturers seek ties to Italian market

Trade Center in Milan schedules week-long exhibition of industrial fasteners, related tools and equipment

More than 30 American manufacturers are fastening on to a good opportunity by participating in the Industrial Fastener Exhibit at the Trade Center in Milan, May 22 to 29.

There is still time for others to enter, Commerce Department officials have announced.

Items to be exhibited include the latest mechanical fasteners, adhesive bonding items and related production tools and equipment.

The industry has maintained an annual growth rate of about 5% despite recurring predictions that major manufacturers would make their own screws, nuts and bolts. Annual sales now are about $1.2 billion.

The industry has continued to thrive because research and engineering have kept the U.S. fastener industry out in front of the industries that use its products.

Further details about international trade fairs and trade center shows may be obtained from the Bureau of International Commerce, Office of International Trade Promotion, Department of Commerce, Washington, D.C., 20230.

Almost commonplace are products such as speed nuts, self-drilling screws, self-locking nuts, blind bolts, self-piercing rivets and explosive rivets. The U.S. industrial fasteners industry now has hundreds of other, sophisticated items that save labor and improve end products. The market for this equipment is worldwide, and the American industry is steadily winning new markets because of increasing success in reducing assembly costs with labor-saving devices.

The recent exhibit of 38 U.S. manufacturers of commercial fasteners at the Trade Center in Frankfurt resulted in thousands of dollars in immediate orders from German industrialists.

Indications point to the sale of about $5 million worth of fasteners in 1965 to European manufacturers who visited the Frankfurt exhibition. In most instances it will be a 10-cent American item replacing a 3- or 4-cent item because it will cut assembly costs and provide a better end product.

A limited number of additional participants can be accommodated at the Milan Trade Center show. **Write:** Commercial Exhibits Division, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, or phone Area Code 202 WO 7-3944.

Musical instrument lines seen at London Center

Four lines of American musical instruments were on display for two weeks at the Trade Center in London the first two weeks in February.

The exclusive U.K. and Ireland distributor of the four lines, J. & I. Arbiter, Ltd., of London, used the Trade Center window to present instruments from:

Selmar, Inc., Elkhart, Ind.; Gretsch Manufacturing Co., Brooklyn, N. Y.; Vincent Bach Corp., Mt. Vernon, N. Y.; and Ludwig Drum Co., Chicago, Ill.

Group of U.S. businessmen set for trip to Far East

A hand-picked group of U.S. businessmen familiar with manufacturing processes, building equipment, farm machinery and licensing agreements will visit Thailand and the Republic of China from March 20 to April 20, to stimulate interest in U.S. goods and point up the profit potential of joint ventures. Sponsored by the Bureau of International Commerce (BIC), the Trade and Investment Mission will carry more than 290 specific business proposals from U.S. firms to businessmen in Taipei, Kaohsiung, and Bangkok.

The group recently completed a 4-day BIC briefing in Washington, and expects to bring back trade and investment opportunities offered by Thai and Chinese businessmen. INTERNATIONAL COMMERCE will carry a full report of their findings.

U.S. jewelry on display at Center

Twenty-four U.S. firms participated in the jewelry and personal accessories show at the Frankfurt Trade Center and learned what the buyers in Europe like and dislike.

Products exhibited included women's, men's, teenage and children's jewelry and personal accessories such as compacts, cigarette cases and lighters, mesh bags, pill boxes, and religious, fraternal and scholastic jewelry. A large exhibit of handicraft Indian products was also on display.

A total of 886 persons visited the 8-day show in February. Off-the-floor sales amounted to approximately $58,470 and projected sales over the next year are estimated at $600,000. Sales during the show were made to buyers from Finland, Norway, Denmark, Great Britain, Sweden, Austria, Italy, South Africa, Switzerland, and Germany.

BUSINESS DISCUSSION between Arthur Covner of Damaks Jewelry Co., left, and a leading Spanish importer of costume jewelry and his son at February exhibition at United States Trade Center in Frankfurt.

PROMISING SAMPLE ORDERS were taken by Andrew E. Boyd, vice president of Evans Case Co. Boyd (pointing with pencil) reported several promising sample orders were received at U.S. Trade Center show.

Faint heart ne'er won fair gains, U.S. firms told by leading admen at 2d Midwest caucus in Chicago

Walter Mitty complex must be thrown off, speakers agree in frank exchanges between company executives, p. r. men

CHICAGO—To American entrepreneurs who have helped advance world civilization, a challenge was flung by the Second Midwest Caucus of the International Advertising Association's Chicago chapter, meeting at the Sheraton-Chicago Hotel.

In effect, the challenge said: Pull yourselves together, abandon your fears and stop behaving like a tongue-tied Walter Mitty in your overseas operations.

N. E. Surbaugh, assistant to the vice president for international operations, Sears, Roebuck & Co., asked:

"Today, what happens when a United States business plans to establish a plant in a new domestic area?

"First of all, a professional public relations staff takes over with news releases about the amount invested in the land, a history of the company, how many local people will be hired and the amount of the annual payroll, etc. By the time the plant is ready to operate the company is as welcome and as well known as the family next door.

"But do we do any of this sort of positive ground-breaking in foreign areas? Up to a point—yes—but we then shut off the public relations faucet and the fount that should be feeding information regularly to the people dries up. We withdraw like turtles into our little shells of secrecy with our little profit and loss statements, and we think we are doing a fine job as long as we don't have any red ink showing."

Brinkmanship

Most managers, he contended, "give no consideration whatsoever to a Corporate Image until they are investigated by a government body, or, in another country, find their windows broken by a 'student' demonstration, or a foreign government decides to become a partner in a going concern."

Surbaugh called effective public relations a form of insurance as well as an instrument for making overseas investments more rewarding for American companies. A firm which disdains or economizes on public relations, he said, is "like an individual who would build a luxurious home and then say that he couldn't afford fire insurance."

To protect the overseas reputation as well as physical assets of American corporations, a steady, well-directed public relations program is essential, according to Surbaugh. He urged that companies bestow on their public relations executives a title such as corporate vice president so as to command respect for them in their own organizations and "open doors" for them in their travels. With the title, he continued, should go "authority to shake up and wake up dormant overseas management."

Planning of realistic public relations-advertising objectives supported by realistic budgeting was stressed by Robert Leaf, vice president, Burson-Marsteller Associates-International. Such objectives, he said, should be pinpointed towards particular markets and media—for example, towards North Sea countries needing natural gas meters and regulators, or key European trade publications potentially interested in U.S. firms with strong research capabilities.

"Once you've allocated money you think is reasonable for a program," Leaf continued, "don't add new segments such as a major new product introduction, the opening of a major new facility, a community relations program or something similar and not provide extra funds to carry it out."

Like Surbaugh, Leaf advocated overall planning and major approvals from top-level management in home offices of U.S.-based companies, with overseas managers acting on "local" questions. Both speakers expressed a conviction that in public relations matters U.S. specialists are better qualified practitioners than foreign-based management officials. As Leaf put it:

"Do not be dissuaded because a local subsidiary or distributor says that some communications technique won't work, even if he starts by saying 'you don't understand our markets.' More often, but not always, they don't understand what public relations and good publicity can accomplish. They know far better than you in most cases what markets should be most successful for your product and who the buying influences are, but the same is not true when it comes to communicating to the markets they select."

Europe's 15,000

A publisher of trade magazines, Paul R. Green of Intercontinental Publications, Inc., spoke to the group in detail on

TELL IT TO THE WORLD, participants in Chicago international advertising caucus urge U.S. companies. Left to right are Sylvan Barnet of Harshe-Rotman & Druck, Robert Leaf of Burson-Marsteller, Norvel Surbaugh of Sears Roebuck, and Paul Green of Intercontinental Publications. Barnet chaired session.

"What the Fourth Estate Wants," particularly with regard to releases and articles on research and development. As a thumbnail indication of the potential influence of overseas specialized publications, he noted that in Europe alone there are at least 15,000 trade magazines.

One million pieces of literature a year —some of them book-length—with nearly a third of the total distributed abroad in foreign languages, are being produced by American Metal Climax, Inc., Frank X. White noted in the luncheon address.

White, vice president of the company, said that progressive U.S. firms are organizing themselves as world corporations rather than domestic entities with international divisions. This trend, he observed, accelerates markedly as overseas profits in some cases approach one-third or one-half of total company profits.

With training, promotional and technical literature serving as one of American Metal Climax's most effective sales tools, White continued, product advertising is being combined with hitherto neglected corporate-image advertising. He called this particularly needed because the company—result of a 1957 merger between American Metals and the Climax Molybdenum Co.—is still not well known in its broad potentialities and must strive for a new corporate image among distributors and consumers.

Beginning with the morning-session talk by Surbaugh—who recounted Sears, Roebuck's metamorphosis from "hardware-store" to "family shopping store" in the public mind—this corporate-image theme was the basic strand woven into the proceedings of the entire conference.

Firm finds markets overseas for dry cleaning equipment

A Minneapolis dry cleaning equipment firm, which has increased its overseas sales four-fold since 1961, has been given the President's "E" award.

The Vic Manufacturing Co. raised its export sales by participating in international trade fairs and by investing several thousand dollars to develop 10 variations of two coin-operated models of dry cleaning machines.

Vic has adapted its complete dry cleaning systems and dry cleaning machinery of all types to local conditions in several countries, notably Germany, England and Japan. The firm employs 150 persons.

Robert W. Barrie, Deputy National Export Expansion Coordinator, presented the award to Oscar Victor, president, in the Sheraton-Ritz Hotel, Minneapolis.

Deaf mutes' skills win 'E' pennant for Ohio company

'Happy, contented bunch' works with absolute dedication to task

The founder of the Rahn Granite Surface Plate Co. of Dayton, Ohio, was talking recently about his 22 shop employees.

They are a "happy, contented bunch," said R. J. Rahn. "They are equals among equals. They are not looked down on and called 'dummies.' And best of all, they are earning two to three times as much as they had on previous jobs."

Rahn said they have repaid the faith stored in them with absolute dedication to their exacting work.

These 22 men learned their skills through sign language, for all are deaf mutes.

In the beginning

R. J. Rahn and his oldest son, Ivan, who had been shunted to menial chores in previous jobs, started the grinding and polishing business in the basement of their Dayton home during World War II.

Later, they moved into the garage, then built a modern shop and took on outside workers 15 years ago—a move which was accomplished after Ivan learned sign language to instruct the added employees.

With that ability, Ivan overcame his father's doubts that deaf mutes could be taught the necessary skills.

All 22 shop employees are deaf mutes. Ivan himself is deaf but learned how to talk and read lips. Only R. J. Rahn; his other son, sales manager Donald H. Rahn; office manager Auley D. Ohrman and two secretaries can communicate normally.

Extra fine edge

What is their exacting work? Grinding and polishing granite plates, parallels and straight edges to a tolerance of 25 millionths of an inch.

This is the same as splitting a hair, taking the last strand, resplitting that seven times and ending up with 1/128th of a hair.

Their precise handiwork is now used by manufacturers from Argentina to Japan as Rahn's firm has expanded its sphere to include world markets.

And on March 4 the company received the President's "E" award at a ceremony in Dayton. Dr. Leonard M. Elstad, president of Gallaudet College in Washington, D.C., presented the award to Rahn.

Dr. Elstad, who heads the world's only institution of higher education for the deaf, then extended congratulations from President Johnson and Secretary of Commerce John T. Connor to all the employees—speaking and using sign language at the same time.

The Rahn company began to develop foreign markets for its highly specialized surface plates and other measuring instruments in 1959. Since then it has increased its proportion of exports from less than 2% in 1960 to 19% last year.

Qualified Export Manager exams to be held May 22

Examinations for "Qualified Export Manager" (QEM) and for "Certified International Traffic Manager" (CITM) will be held for the first time by the American Society of International Executives (ASIE) between 9 a.m. and 12 noon, Saturday, May 22.

At the same time, additional examinations will be given for the previously established grades of "Certified Assistant Export Manager" (CAEM) and "Certified Documentary Specialist" (CDS).

This was announced by Thomas C. Ballagh, president of this national professional society.

In Philadelphia, the examinations will be held at the Sheraton Hotel. Simultaneous examinations will be conducted in New York City, Chicago and other cities where a total of five assorted applications for these examinations are received by ASIE by April 15, and where local foreign trade associations or universities cooperate in supervising the examinations, which will be supplied and marked by ASIE.

The purpose of these examinations is to set standards of qualification and thereby give certified and qualified members the corresponding titles recognized nationally and internationally.

Study outlines are available at $5 for each grade (with a 20% reduction for employees of corporate members of ASIE). To allow time for study, they should be ordered promptly from American Society of International Executives, Sheraton Hotel, Philadelphia, Pa. 19103.

Fun and games go abroad

Gathering for annual fair, U.S. toymakers talk of plans for better export sales

By JAMES ROURKE
Staff Writer

NEW YORK—Leaders of the U.S. toy industry opened up last week for a bigger bite of the world market in playthings, trusting partly in the theory that children are alike the world over.

But only partly because, among other things:

A talking doll, sensational seller in the U.S. a few years back, wouldn't sell abroad: Her off-beat hairdo, pug nose and freckles—especially the freckles—so appealing here, repelled them there.

The fink-and-monster craze in toys and —strange combination—the vogue for "customized" model cars failed to sweep far from U.S. shores. They are so peculiarly American that foreigners don't understand them.

To the point

More to the point in toy exports—and more trustworthy as the industry tries to boost overseas sales volume to something cheerier than its present average of 2% —is this fact:

U.S. toymakers have a big edge on foreign competition simply because they do so much business at home. That volume, now running about $1.2 billion a year, enables them to spend large sums on research, design and expensive retooling for more sophisticated products. The competition can't.

Fact and theory of export both were aired last week in the course of the annual American Toy Fair here. Held under the auspices of the Toy Manufacturers of the U.S.A., Inc., it brought hundreds of toymen with thousands of toys to show, and occupied display space throughout two Manhattan office buildings and 16 floors of the Hotel New Yorker.

At street level, windows glittered with baubles for next December's Christmas tree. Upstairs—and up and up—manufacturers greeted an international parade of buyers.

"I have the feeling that some U.S. toy manufacturers are unaware they could satisfy the human needs of children everywhere."

The comment came from Lewis H. Glaser, president of Revell, Inc., of Venice, Cal. His company holds the President's 'E' Award for "a sustained and diligent export program" that has placed its hobby kits and toys in 60 countries.

On a day figuratively filled with the noise of bass drums, his observation had to be classed as an understatement.

A number of manufacturers at the New York show had just returned from Nuremberg, Germany, site of Europe's annual big toy fair. Among them was Joseph Heller of Skill-Craft Playthings, Chicago, who had taken part in Illinois Gov. Kerner's trade mission to Europe in October, 1963.

Eyes open

The mission, he said, opened his eyes to "a strong market potential for many U.S. toy manufacturers." As a director of Toy Manufacturers U.S.A., he consequently set out to "expose manufacturers to the export program"—and in a single day "got more requests than space was available" for U.S. toymen wanting to show at this year's German fair.

Already, Heller said, "We have an agreement for 10,000 square feet of space at Nuremberg in 1966, more than three times what we had this year, and we will be able to bring in 35 to 50 U.S. manufacturers—more than double this year's 16."

Clifford W. Jacobs, newly named vice president in charge of world marketing for Mattel, Inc., also was just back from Germany. So was Paul Guggenheim, general manager of Mattel's new world marketing organization which opened shop earlier this year in Geneva, Switzerland.

"For a company to grow, it must be aware of the entire world as a market," Jacobs said. "In this respect, the toy industry has to take the same attitude as other big industries."

Guggenheim said Mattel, with a product line that includes the Barbie doll, went into export three years ago.

"We looked at the U.S. market and realized we could grow this much. Looking at Europe, we realized we could grow this much more," he said. "We are more and more thinking of the world market, rather than just the U.S. market, as we design new toys."

Harris E. Baer, president of Kraemer Mercantile Co., represented a group of 20 leading U.S. toymakers at the European show. He was here with a fresh selection of their products while the samples shown at Nuremberg were being shipped to Bangkok, Thailand, for exhibit at the Bureau of International Commerce's Sample Display Center there.

On the basis of operations in 46 countries, Baer finds that "toys of a sophisticated nature are most likely to succeed in the export market—heavy steel trucks, fine dolls, steel doll furniture, hobby toys." He will show an assortment of these in Bangkok.

Baer is a founder and past president of the American Toy Export Association, formed last year to try to lower such trade barriers as unequal shipping rates and tariffs based on shipping cost. All problems are not solved but Baer finds that "the climate has changed to a more friendly one."

A MODEL OF A FAMOUS OLD SHIP sails across the desk as Lewis H. Glaser (below) discusses exports by his Revell, Inc., which makes ship-model kit. Above, Joseph Heller adjusts miscroscope displayed with science-hobby kits his Skill-Craft Playthings sells abroad. Both men were at last week's U.S. toy fair.

DOWNTOWN CARACAS, a mass of apartment houses and office buildings reflects the affluence of the whole nation, which is becoming increasingly industrialized as the economy continues to prosper.

Venezuela is still a big buyer, but she wants different products

Many U.S. makers of light consumer goods must locate there or lose their market; industrial equipment takes the spotlight

By ROBERT W. ROSS
Commercial Attache,
U.S. Embassy, Caracas

Venezuela should continue to be an important market for the United States during the remainder of 1965. However, the pattern of trade will continue to shift from an emphasis on light consumer goods toward the provision of industrial equipment, semi-finished goods, and heavy transport and cargo handling equipment, as both the private and public sectors of the local economy step up the rate of industrialization.

Thus, while some U.S. products will no longer be exportable to Venezuela, industrial equipment and semi-processed goods will be substituted for them.

The trade outlook is generally favorable. Total Venezuelan imports in 1964 were at least 10% above the $1,017.2 million registered in 1963, and are expected to increase about 8% in 1965. The United States accounts for about 52% of the import total.

The exchange rate for the Venezuelan bolivar is expected to remain stable. Official reserves of gold and foreign exchange stand at more than $825 million and good progress is being made in reducing both internal and external public debt. Reserve holdings by commercial banks are at a high level and money and other liquid assets held by the public continue to expand.

Business activity is expected to continue at a high level. The Venezuelan Development Corporation reports that industry's 1965 contribution to the GNP is expected to exceed the share contributed by petroleum for the first time.

Most recently signed labor contracts have been for two or three years, and the labor scene is expected to be relatively quiet this year. Two principal labor problems continue to face the country—considerable unemployment, estimated at 15%, and a shortage of skilled workers despite increased public and private training programs. Terrorist activity has diminished sharply in the past year, and the coalition government appears to have public approval and support.

The coming year should see more and more U.S. producers faced with the choice of withdrawing from the Venezuelan market or producing items there. The pace of import substitution through domestic production is quickening, and the Government of Venezuela is taking various steps to assure that it does so.

General support

While this results in higher costs to the local consumer, because of the relatively limited size of the national market, there is general public support for the policy. All but two of 22 items (powdered skimmed milk and wheat) remaining on the list of subsidized imports were removed from the subsidy list at the beginning of 1965.

Strong complaints are being made by farmers and others, who fear substantial increases in their production costs resulting from the requirement that imports of farm machinery, spare parts, pesticides and seeds be at the market rate of 4.50 Bolivares to the dollar, rather than the previously used preferential rate of 3.35 Bolivares per U.S. dollar.

Supporters of the Government's action insist that it will stimulate local production of many items formerly on the preferential list.

The coming year may see the local production of some agricultural chemicals formerly on the subsidy list, but the national industry is still a long way from producing most of these items. Local farmers also cannot produce the needed quantities of high-quality seed formerly imported under subsidy. The farm equipment picture is still far from clear.

On the one hand, there are certain developments which should increase Venezuelan imports, and on the other there are proposals for Venezuelan production of tractors and other machinery.

In pursuit of lower prices and better terms, the Government will assist farmers' groups making direct imports of agricultural machinery for their members, enabling the associations to offer liberal terms. This could bring a rise in imports. However, several local companies have submitted proposals for local assembly of tractors and machinery and the production of parts.

Those opposed to local assembly point to the problems of the Venezuelan auto industry and state that they can't permit the development of chaotic, uncontrolled farm machinery production which would only lead to higher prices for the farmer.

In any event, U.S. producers of farm equipment must not expect that any increased sales to Venezuela will automatically accrue to them. While the U.S. enjoys a traditional advantage because of the rugged quality and good service of its products, non-U.S. manufacturers are making strong efforts to obtain a larger share of the market through a build-up of service facilities, the provision of liberal payment terms and lower prices, and offering smaller, less complicated pieces of equipment.

Comeback

U.S. sales of construction equipment should be very good this year, after a long slack period. The past year's sales did not meet the expectations of equipment vendors, based upon the dramatic upsurge of construction, because equipment bought during the last boom did not yet need replacing. However, the very active construction industry has an increasing need for new equipment, and importers are optimistic. They also expect the rising cost of local labor to cause increasing sales of electrical hand tools and other labor-saving devices.

Despite increasing competition, U.S. cargo handling equipment continues to enjoy strong advantages in this market and sales should rise during 1965. Trained managers in Venezuela are increasingly aware that cargo handling equipment can reduce their materials handling costs. Pressures to reduce these costs are mounting, due to increasing internal competition and growing national concern over high prices.

The Government is encouraging the establishment of industries to produce hand tools, simple electrical tools, and water pumps and fittings; but it is not expected that significant production of any but the latter will get underway this year. Several local companies are interested in the possibilities of pump assembly, and are in a position to carry out these operations. There should be an opportunity for licensing agreements or participation in this field by U.S. firms.

Most observers believe that economic production of electrical tools requires mass production, which would not be possible in today's small Venezuelan market, and that export opportunities in these lines should continue to hold up.

REPAIRING A FLOW LINE can get to be a messy business, but it's well worth the trouble. The thriving oil industry has long been a mainstay of Venezuela's economy. (Pan American Union)

The auto parts picture may change significantly during 1965 due to a Government requirement that auto assemblers use a greater proportion of locally-made parts.

New producers in various textile lines and the addition of new lines by established producers will cut U.S. textile exports to Venezuela. Textile users can now obtain high quality domestic goods of almost all types; and only specialty lines are likely to continue to enjoy a market here.

The market for U.S.-made home laundry equipment, refrigerators and kitchen stoves will continue to decline, as local assembly of these items meets more of the demand. No imports of home refrigerators will be licensed in 1965. Local air-conditioning production is also expected to be substantial.

Imports of walk-in and other industrial refrigeration equipment are expected to continue at present levels.

Venezuelan officials and businessmen have shown considerable interest in renegotiating the 1952 U.S.—Venezuelan Trade Agreement. They feel that the rapid development of the country's industry since the signing of the amendment to the original treaty has rendered the list of tariff-bound items obsolete, and that the changing character of the trade between the two nations makes it in the national interest of both to revise the treaty.

Increasing numbers of goods on the bound list have been denied entry into Venezuela through licensing requirements and quota restrictions. Local authorities would much rather obtain the desired protection through higher duties, and would be able to do so if the bound list were brought up to date.

No LAFTA action yet

Venezuelan adherence to the LAFTA would also be of significance to U.S. businessmen. Action in this direction is not expected in the near future, as there is no real consensus as to the advantages which would result from participation. Adherence during 1965 is possible, but it depends on resolving many Venezuelan reservations.

The Venezuelan market is just as attractive to other trading nations as it is to the U.S., and the competition is active and effective. The many advantages the U.S. enjoys here can easily be dissipated by inattention and lack of aggressiveness.

U.S. suppliers should take full advantage of the traditional respect for U.S. engineering and design; for the maintenance of good service organizations; for ability to deliver promptly, and the ready availability of emergency spare parts from the nearby U.S.

Periodic evaluation of the effectiveness of local representatives is needed,

WHAT'S NEW IN CARACAS? Among other things, the Hotel Humboldt. The renewed building boom is providing broad export chances for U.S. producers of construction equipment during 1965.

because some representation acquired back in the old "no competition" days has never been able to adjust to present sales pressures.

Although it seems strange in this time of export consciousness, there are still instances of U.S. suppliers' failing to provide promotional materials and technical manuals in Spanish.

Venezuelan buyers are very well informed on new products as they become available in the United States and elsewhere, and many buyers pride themselves on purchasing the latest suitable products. They have the money to make their demand effective, and cannot be sold outmoded equipment. Because of the wide incidence of U.S.-educated and trained entrepreneurs and the wide circulation of foreign publications and informational materials, these men keep well abreast of technological advances and want to be shown up-to-date equipment.

International bidders to supply Brazilian electrical projects

The World Bank has approved two loans totaling the equivalent of $79.5 million for the development of electric power in Brazil. The loans are for projects that will add nearly a million kilowatts to generating capacity in the south-central region, the industrial heart of Brazil. Goods and services financed by the loans will be obtained through international competitive bidding.

A $57 million loan is being made to Central Eletrica de Furnas, S.A. (FURNAS) for construction of the 800,000-kilowatt Estreito hydroelectric plant on the Rio Grande. The second loan, of $22.5 million, is being made to Usinas Eletricas do Paranapanema (USELPA) for completion of the 400,000-kilowatt Xavantes hydroelectric power plant already under construction on the Paranapanema River.

The Estreito project is divided into two overlapping phases, both of which are to be finished at the same time. The Bank loan will be applied to the cost of the first phase, which includes a dam 500 meters long and 80 meters high, a concrete intake structure and powerhouse on the left bank, a concrete spillway on the right bank, and the transmission lines necessary to connect the plant to the existing network. The powerhouse will be designed to contain six generating units, of which four with a combined capacity of 533,000 kw. will be installed initially.

With the exception of the civil works, which are not being financed by the Bank loan, and spare parts for existing equipment and minor items, all major equipment, materials and services will be obtained on the basis of international competitive bidding. For the first time in the case of a World Bank loan to Brazil, Brazilian firms will participate in the international bidding for contracts being financed by the loan.

The Xavantes plant will be located upstream from Salto Grande. Construction involves diversion and intake tunnels, a dam 90 meters high and 430 meters long, and a powerhouse equipped with four 100,000-kilowatt generators. Also included is the construction of transmission lines to connect the new plant with the Sao Paulo system. Xavantes has been under construction for several years; the diversion tunnels are finished and the spillway is partly built. It is scheduled for completion early in 1969. The Bank loan will provide $22.5 million.

Equipment, materials and services still required will be obtained on the basis of international competitive bidding, except for civil works and minor items.

Dubai reverses Near East pattern: prospers *before* discovering oil

Optimistic ruler financing broad growth program on credit generated by hopes of an oil strike; may become trade center

Dubai, the most heavily populated of the Trucial Sheikdoms, has enjoyed a second successive year of increasing prosperity and economic growth.

Imports climbed to an estimated $41.7 million in value, 70% higher than 1963, and were exceeded in the lower Persian Gulf only by oil-rich Bahrein.

Fifty-eight kilometers of hard-topped roads were built, the first on the Trucial Coast. Construction progressed on three new hotels and a 9,200-foot jet runway, the largest in the whole Gulf area. Dubai's port was expanded; banks were established; new small-scale industries opened almost monthly; foreign technicians moved in, and even the traditional "industries," fishing and the gold trade, enjoyed a resurgence.

The air of confidence is further reflected by development projects in the planning stage at year's end. They include construction of a deep water port, a new market area and several hospitals; expansion of the road network; installation of street lighting, and additional fresh water pipelines.

The most remarkable fact about this advance is that it is based on petroleum expectation, not discovery. Belief in the inevitability of an oil strike has run high in Dubai since 1963, when a concession agreement with the Continental Oil Co. was negotiated and exploratory operations begun.

Almost all development projects have been financed on credit generated by these expectations, and prosperity has, in a sense, been its own multiplier.

Dubai is not content merely with its potential as an oil producer. Through the economic development projects outlined above, supplemented by encouragement of both foreign and local business via tax incentives and low tariffs, its ruler is trying to develop the country into a commercial center and entrepot for the surrounding sheikdoms. Should oil explorations fail, Dubai's progress in these areas may possibly provide an alternative basis for a viable economy.

In any case, the point of no return is past. Life in Dubai will never be the same.

Dutch cars

More than 225,000 automotive vehicles were sold in the Netherlands in 1964, a 25% increase over 1963.

Figures for the first 11 months of 1964 show Volkswagen still leading in passenger car sales with more than 32,000 automobiles sold. General Motors' Opel was second with 28,000 units sold, followed by the German Ford (more than 21,000), Fiat (20,000), Renault (14,000), and the Dutch DAF (more than 12,000).

Some 35,000 trucks and vans were sold in 1964, a 17% increase compared with 1963.

Uruguayan outlook still cloudy despite 1964's record meat exports

Government intends to remove discriminatory shipping rules; cost of living for middle-class families jumped 38% in 1964

Record meat sales for 1964 helped offset Uruguay's faltering wool exports, but a trade deficit of $26.2 million nevertheless was recorded for the year.

Industrial and construction activity for 1964 as a whole was up slightly over the depressed 1963 level, but the prevailing climate in industry and commerce was uncertain.

During the fourth quarter, an extensive package of laws was proposed to revitalize and make structural changes in Uruguay's agriculture.

Total exports rose to $172.2 million for the year, compared with $165.2 million for 1963. Meat replaced wool as Uruguay's leading export, owing to high world meat prices and wool market uncertainties.

Fourth quarter exports were $34.3 million, compared with $39.7 million for the same period of 1963.

An estimated $100 million in exportable wool was backed up at the year's end, awaiting a world price improvement, a reduction in export valuation or retention taxes, or further devaluation of the peso. After the year ended, the official minimum f.o.b. declaration value for wool exports was lowered, permitting sale of some foreign exchange proceeds from wool exports in the more advantageous parallel market.

Total imports during 1964 rose $21.5 million, up to $198.4 million. This was still below the 1953-62 average of $220 million. Fourth-quarter imports totaled $66.9 million, up from $47.6 million for the corresponding 1963 quarter.

Retains share

Although fourth-quarter market share figures are not yet available, the U.S. share for the first three quarters matched 1963's 16%. Shortly after the fourth quarter ended, all imports were suspended as an emergency balance-of-payments measure.

Gross reserves for the Bank of the Republic declined from minus $207 million to minus $336 million during 1964. During the fourth quarter, the Bank of the Republic paid out $4 million on its consolidated debts to several U.S. banks. Also during the quarter, importers reportedly met with delays in obtaining foreign exchange from the Bank of the Republic to cover peso payments.

AVENIDA AGRACIADA flows through the center of Montevideo. Despite some advances Uruguay has not been able to shake its economic slump.

In November, the pegged rate of the peso was devalued from 16.2-16.4 to 18.2-18.7, and the financing of about 40% of all imports was thrown into the parallel market. Further, most import surcharges were increased by about 50%.

The cost of living index for medium-income families in Montevideo increased 38.5% in 1964, compared with 33.5% in 1963, and no concrete anti-inflation measures were in sight as the year ended. Further, it appeared that the 1964 deficit in the national budget on an accrued basis would be perhaps 20% of total expenditures.

Industries revive

Industrial activity was felt to be 10-13% higher than during depressed 1963, and public construction rose 7% in 1964. However, private construction remained relatively low, and indications of impending exchange problems and increased taxation clouded the economic outlook.

Real wages and mass purchasing power declined further during 1964. One bright note was apparent, as the excellent wheat crop promised to provide an exportable surplus.

Uruguay was the only member of the Latin American Free Trade Association (LAFTA) failing to sign the Common Tariff at Bogota, although she may accept the list shortly.

To stop discrimination

The Government of Uruguay has indicated that it intends to remove the discriminatory provisions of current shipping legislation. Following the announcement of such intentions, the U.S. Federal Maritime Commission temporarily deferred U.S. equalizing measures. The temporary compromise hopefully will enable U.S. flag vessels to carry a fair share of U.S.-Uruguayan cargoes.

Seven European nations were reportedly interested in submitting offers to supply railway equipment to Uruguay's state-owned railway system, AFE.

In mid-December, a representative of the Motion Picture Export Association, announced that most members of MPEA would stop distributing films in Uruguay. Two major companies did not support the decision, however, and some films of other companies are already contracted for distribution. The MPEA action was caused by a recent Uruguayan law which reduced the basis upon which film distribution earnings are calculated.

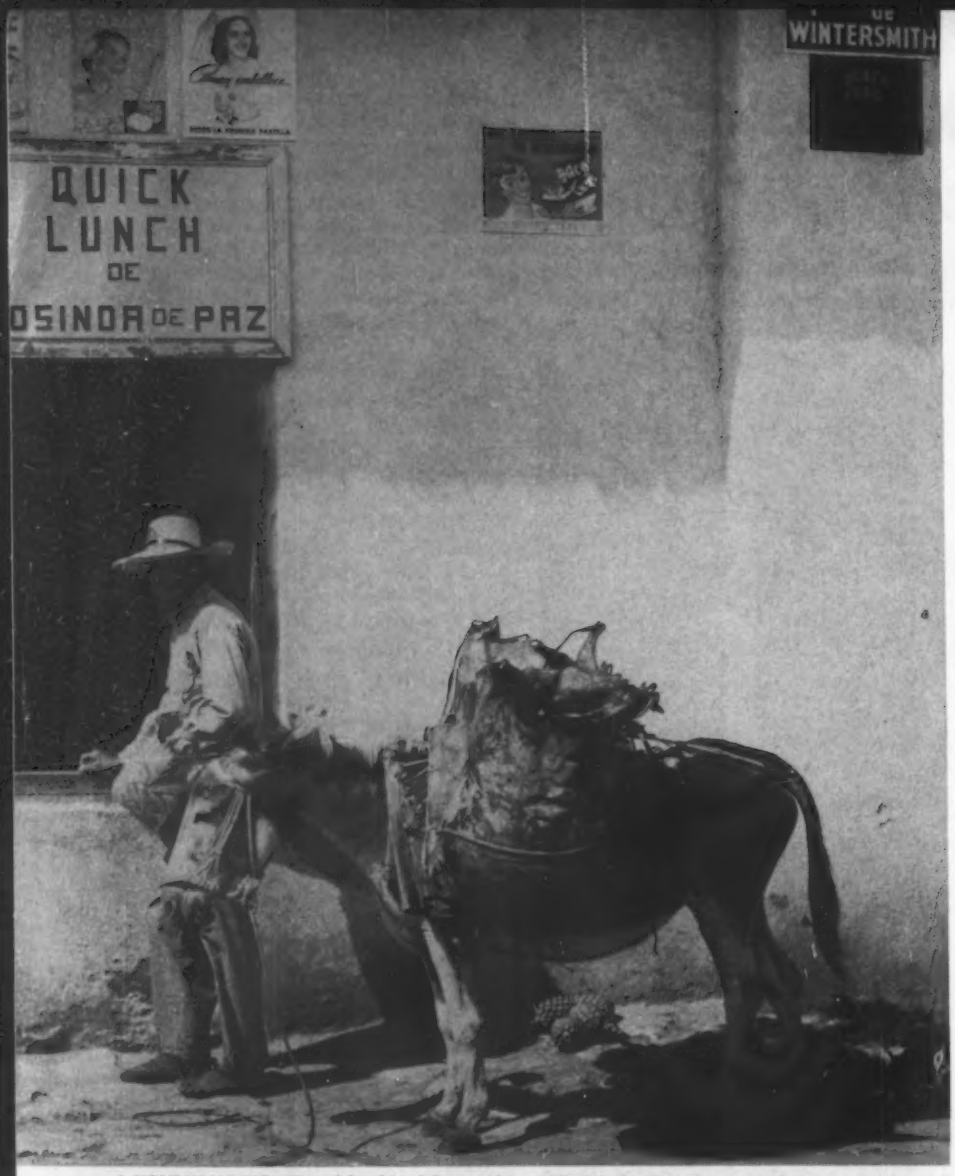
The Uruguayan Ministry of Public Works called for bids on the partial reconstruction of two roads financed by IDB and IBRD. Reportedly, calls for bids to reconstruct the remainder of the two routes will be made within the next few months.

Farm law package

The Uruguayan Ministry of Agriculture and Livestock presented a package of proposed laws to transform the agricultural sector of the Uruguayan economy. The main objectives of the reforms are:

Expansion and diversification of exports; substitution of certain agricultural commodities now imported; farm income redistribution; land reform of both large, under-utilized holdings and small holdings; reform of the land tenancy system, and creation of farm employment opportunities.

Two AID loan agreements totaling $5.4 million were signed with Uruguay to provide assistance for agricultural cooperatives and small- and medium-size industrial plants.



A HONDURAN FARMER and his friend line up for a U.S.-style lunch in the town of Zarmorano, beneath an imposing array of advertisements for U.S. products. (Photo courtesy of Pan American Union)

San Pedro Sula's industrial buildup sparks Honduran economic upswing

U.S. share of imports rises for first time in several years; industrial projects attract over $20 million in private investments

Fourth quarter Honduran economic indicators pointed to a better than average year. The possibility of a favorable trade balance for 1964 was heightened by increasing industrial production and improved coffee, cotton and corn prices. There appears to have been a small budgetary surplus, and other indicators reflect a general increase in financial and commercial activity.

Year-end statistics show a growth rate of 14% in the money supply and increases of 20% in both commercial bank deposits and commercial bank loans. The business community in San Pedro Sula led the industrial expansion with new and enlarged enterprises entering production or in the final stages of construction.

During the first nine months of 1964, exports (f.o.b.) rose to $74.25 million, 14% over the same period in 1963. Imports (c.i.f.) rose by 8% to $74.1 million, and re-exports totaled $1.75 million.

Exports to the United States for the same period went up 3% and imports from the United States by 12%. For the first time in several years, the nine-month figures reflect a rise in the U.S. share of Honduran imports—from 47.5% in 1963 to 49.1%.

Trade with other Central American Common Market (CACM) countries increased about 33% over the previous year. Exports were $12.15 million, re-exports $0.15 million, and imports $12.6 million, resulting in an unfavorable trade balance of $300,000 with the CACM.

The principal exports were bananas $26.1 million, approximately the same as in 1963; coffee $16.4 million, up 22%; lumber $8.15 million, up 33%; and cotton $3.8 million, up 50%.

Only chemicals gain

Principal imports were manufactured articles, $22.8 million, down 12%; machinery and transportation equipment $20.15 million, down slightly; chemical products $9.9 million, up 100%; and food products $7.65 million, down slightly.

The 1965 budget provides for expenditures of $64 million, or an increase of approximately 10% over 1964. Chief beneficiaries were the Ministries of Education, a 20% increase, Labor, a 60% increase, and Natural Resources, an 85% increase. Approximately $13.5 million was provided for public works and capital investment projects during 1965.

A continued upswing in industrial expansion brought at least $20 million from domestic and foreign sources for private investment during the year. Aceros Industriales, S.A., of San Pedro Sula, began construction of its rolling mill, with production of angle (T's) and reinforcing bars expected to begin this month.

A large U.S. manufacturer of starch products plans to invest $1 million in a joint venture with the Honduran firm Almidones de Honduras. The two firms intend to establish a corn grinding and processing plant near San Pedro Sula to meet the growing CACM requirements for corn starch adhesive, which is chiefly used by manufacturers of cardboard containers.

A San Pedro Sula merchant has associated himself with U.S. firms to produce aerosol cosmetic products for the CACM market. A factory site has been

purchased and construction will begin shortly. Future plans include producing aerosol paints.

Another San Pedro Sula merchant has become associated with a U.S. and a Mexican firm to manufacture lingerie for the Central American market. Production should begin during 1965.

In Tegucigalpa, the new Honduran firm, Tobacco, S.A., was granted a $300,000 loan by the Central American Bank for Economic Integration to produce cigars from Honduran tobaccos for the United States and CACM markets.

In the public sector, Productos Lacteos Sula, operated by the National Development Bank, began construction of a powdered milk annex to their main San Pedro Sula plant.

The two new Honduran institutions for industrial development, the Financiera Hondurena and the Industrial Development Division of the National Development Bank, began to influence the private sector. By the end of 1964, the Financiera had made loans totaling $789,000 and the Industrial Development Division had assisted in the establishment or expansion of 10 firms representing a total private investment of $2 million.

More power

Electric power production and consumption increased markedly during 1964. According to the public power authority, Empresa Nacional de Energia Electrica, production and consumption for the Tegucigalpa area almost doubled.

Although final consumption figures are not available for the industrial center of San Pedro Sula, preliminary data indicate a rapid increase for that area as well. Ample reserves of power apparently exist. The Canaveral hydroelectric plant, which began operating in 1964, is producing at less than half of its capacity.

The boom in private construction continued during the fourth quarter, and it became obvious that San Pedro Sula would for the first time lead Tegucigalpa in total value and number of projects. Preliminary figures for 1964 indicate that the value of construction in the two urban centers will total more than $5 million, with slightly more than half accounted for by San Pedro Sula.

Although there was a decrease in public works projects during 1964, several events during the quarter indicate increased activity for this sector in 1965.

The Northern Highway project moved closer to reality as loan negotiations progressed. The public water authority, Servicio Autonomo Nacional de Acueductos y Alcantarillados, successfully negotiated a $400,000 loan with the Inter-American Development Bank to improve water supplies in several rural areas.

Increased agricultural activity during the quarter capped a good year, giving promise for an abundant 1965. Banana exports for the year increased. The two American fruit companies now have 32,661 acres planted in bananas. Independent growers' production also increased, and exports reached approximately 250,000 stems for the first time.

Revised estimates by the National Development Bank's Coffee Office put the 1964/65 coffee crop at 420,000 bags, short of the expected record crop.

Harvesting and ginning of the 1964/65 cotton crop began in mid-November with prospects for more than 50,000 bales—up 59% from last year. Domestic consumption is estimated at 2,400 bales with the remainder available for export. While Japan will probably remain the top export market, large shipments will also go to Germany and the Netherlands.

The 1963-64 tobacco crop registered an increase of 43% (7.1 million pounds) and a 39% increase in acreage harvested (14,046 acres). Similar increases are expected during the 1964/65 season.

Citrus fruit exports received a boost, as 11 million oranges were exported to Canada between Nov. 1 and the end of the year, by two of the largest growers in the Choloma area. This is the first time any considerable quantity of Honduran oranges has been shipped to Canada.

Zambia's bright economic outlook offers expanding market for U.S.

Nation's investment policy provides incentives for new industries; development plan projects should prolong construction boom

Zambia's economy continued its strong showing during recent months, due primarily to the strong position of copper in the world market.

January to October 1964 figures show a favorable trade balance of $219.8 million and there is every indication that the country will achieve a surplus of around $73 million in its balance of payments for 1964. With the promising general economic outlook, Zambia offers an expanding market for American products.

The Republic continued to be supplied principally by Rhodesia, South Africa and the United Kingdom, with the U.S. in fourth place, but far behind the United Kingdom. The chief customer for Zambia's exports was the United Kingdom, followed distantly by Japan, South Africa, Rhodesia and the U.S.

In the industrial sector there were indications of progress in diversifying Zambia's one-mineral economy. Secondary industry received a boost with the establishment of 20 new factories during the fourth quarter. Investigations are presently underway to determine the practicality of a steel plant depending initially on imports of pig iron, but eventually to be based on domestic iron deposits.

The settlement of the Government's dispute with the British South Africa Co. over mineral royalty rights restored whatever confidence was lost by private investors because of the Government's threat to nationalize the rights. Investor confidence was further strengthened by announcement of an investment policy which grants tax, depreciation and tariff benefits to new industries.

The construction industry continued to boom throughout the fourth quarter. Prospects remain very good, especially in view of the construction expenditures announced in the Transitional Development Plan. Given Zambia's limited construction capacity, there should be important opportunities for outside construction companies.

The first Zambian banknotes were issued by the Government during the quarter and new coinage was scheduled to be issued early in 1965.

The cost of living was expected to rise somewhat because of the increased tariffs on imports from South Africa. Heavy government spending for development projects will probably have an inflationary effect. However, the Government is aware of this danger and has repeatedly announced its determination to keep prices down.

Copies of a recent report on economic developments in Zambia, prepared by the U.S. Embassy in Lusaka, are available on loan from the Office of International Regional Economics, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C.

Secretary Connor reaffirms decision to drop export controls on walnut logs

Ban to conserve U.S. resources lifted after year's trial; Canadian loses export privileges for violating restrictions

Secretary of Commerce John T. Connor, convinced that "export controls are not an effective means" to conserve the nation's walnut resources, has reaffirmed his decision not to extend controls imposed on walnut logs in February 1964.

The Secretary, at a recent news conference, stood by a Feb. 12 decision to lift the export controls after a one-year trial period. Renewal was expressly dependent on conditions with respect to domestic consumption which were not fulfilled.

"If others believe that Government controls are necessary to bring consumption in balance with new growth," he said, "I think they must frankly face up to the fact as to the necessity of controls over domestic as well as export consumption."

The Secretary indicated his disagreement with recent proposals that the controls be reinstated temporarily so that the possibility of their renewal for a longer term could be studied further.

"I gave very careful consideration to this before reaching this decision," Mr. Connor said.

The Secretary noted he has "no plan to have an administrative hearing in the Department of Commerce on this subject but instead encourage the idea of Senate Commerce hearings so there can be a full airing of the situation and a better opportunity for public understanding of the issues."

Export denial order

In a separate action, the Commerce Department denied all U.S. export privileges to a Canadian firm charged with exporting walnut logs from the U.S. to Canada during the February-June 1964 licensing period while they were under export quota restrictions.

General Woods and Veneers, Ltd., of Montreal, lost its privileges for 15 days, beginning March 1, for shipping logs in excess of the amount it was entitled to export.

The sanctions were applied by the Bureau of International Commerce which said the Canadian firm knew or should have known that the export limit was being breached.

The company's export allowance for the July 1964-February 1965 licensing period was reduced to compensate for the over-shipment.

FCIA issues new bank guarantee

The Foreign Credit Insurance Association is making available an assignment form for U.S. exporters to use to obtain non-recourse financing under the medium-term program covering sales abroad on credit.

The new assignment form unconditionally guarantees immediate payment to banks and other financial institutions in the event the foreign buyer defaults in meeting his installment payments.

The bank's only requirement is to certify that they have in their possession the notes evidencing the debt due from the foreign buyer and that payments are to be remitted to them to apply to the debt of the foreign buyer.

Financing available

This contribution to export trade expansion will make financing immediately available to exporters on a non-recourse basis and banks, through this hold-harmless agreement, can be expected to grant loans.

Obligations of the exporter under the policy will remain in force, but payment to the bank by FCIA will not be conditioned upon the exporter's compliance with the policy provisions.

However, if FCIA is called upon to pay a loss to a bank under this agreement, and it is found that the exporter failed in his obligations to FCIA or to the buyer, then FCIA will recover from the exporter the loss paid to the bank under the agreement.

Rates for medium-term insurance are low and the surcharge for the assignment form, based on the amount of the loan irregardless of country, is minor.

U.S. firm to construct plant in Colombia

An $825,000 loan by Cabot Corporation, Boston, to its Colombian subsidiary, Cabot Colombiana, S.A., will be used for dollar purchases of U.S. machinery and equipment.

The private loan for construction of a carbon black plant in Colombia has been insured by the Agency for International Development under an extended risk investment guarantee agreement.

The AID agreement provides all risk coverage for 75% of the loan and specific risk coverage for the remaining 25%.

Under the extended risk provisions, Cabot is protected against risks of loss from all causes except fraud or misconduct. The specific risk coverage, affecting 25% of the loan, is against loss due to inconvertibility, expropriation and war or insurrection.

Besides the loan for the new plant, which will cost an estimated $3.8 million, Cabot also is making a substantial equity investment. Other funds will come from private Colombian sources.

The plant will be located at Mamonal, near Cartagena, and will have an initial capacity of 15 million pounds of carbon black a year. The material is used primarily in the manufacture of automobile tires and plastics.

Regulations on gas appliances outlined

The U.S. Trade Center in Frankfurt has prepared an *Outline of German Regulations Pertaining to Gas Appliances and Materials.*

The outline is based on unofficial translations and interpretations of the German requirements concerning the testing, installing and registering of equipment used for the transmission and use of gas.

The outline includes translations of titles of publications which can be purchased giving the standards and technical rules for gas installations. Also included are the addresses of the authorized testing offices for gas appliances and materials in the German Federal Republic, as well as an unofficial translation of the German application form for registering approved appliances.

For a copy of the outline, **write:** OIRE, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

AID guarantees investments of six U.S. firms in developing countries

The Agency for International Development has guaranteed the investments of six U.S. firms in developing countries.

The specific risks covered in the investment guaranties include inability to convert local currencies into U.S. dollars and losses due to war, revolution and insurrection.

Ralston Purina Company, St. Louis, which has made an equity investment in a firm in Argentina, Purina de Argentina S.R.L., has received a $1.9 million AID guaranty to assure convertibility of the firm's earning and return of capital.

The Argentine firm will manufacture and sell animal and poultry feeds. It will also use U.S. managerial skills to increase efficiency in the fields of poultry, hog and beef cattle raising in Argentina.

S. B. Penick Company, New York, has invested in a branch operation in Ecuador which will cultivate, produce and process Pyrethrum flowers, the principal ingredient in production of certain insecticides.

AID has issued a $175,000 guaranty protecting the company against loss from expropriation. The company is leasing additional acreage in Ecuador for operation expansion.

The Tibbals-Crumley-Musson partnership and Tocomo Corporation, Columbus, Ohio, have formed a new develpment and investment company, Campania de Inversiones y Fomento, in the Dominican Republic. The coverage, totaling $595,000, is for all risks included in the specific risk guaranty program. The firm intends to build 600 homes in the Dominican Republic.

Smith, Kline and French Laboratories, Philadelphia, is making an investment through its wholly-owned subsidiary in Great Britain to the foreign firm of Smith, Kline and French of Pakistan, Ltd. The guaranty is for $50,000 and protects against inconvertibility of local currencies.

The U.S. firm will provide the Pakistan company with scientific, chemical analytical, engineering and medical service information needed for efficient conduct of an integrated pharmaceutical and chemical operation.

The company had earlier obtained a guaranty of $740,602 covering its equity investment in this project against losses due to inconvertibility of local currencies and expropriation.

Minerals and Chemicals Philipp Corporation, New York, investing in H.M.M. Ltd., an Israeli corporation located at Tel Aviv, to build and initially operate a plant for the drawing of copper wire, received total guaranties for $116,667, covering losses due to war, revolution, or insurrection.

Sterling International, San Francisco, investing in an Ecuadorean firm, Manufacturas de Carton, S.A., which will manufacture and sell corrugated boxes to be used in shipping bananas, has received $352,500 in guaranties against inconvertibility and expropriation risks.

Somali-U.S. firm gets $600,000 loan, AID risk guaranty

Loan will finance U.S. equipment needed to build fish freezery

The Somali American Fishing Company, jointly owned by the Quincy Market Cold Storage and Warehouse Company, Boston, and the Somali Fishing Company, Mogadiscio, has received a $600,000 Agency for International Development loan—the first direct AID loan made to a private borrower in the Somali Republic.

AID also issued to the company the first extended risk guaranty to be provided outside Latin America and the first equity guaranty to be issued anywhere.

The $600,000 loan will finance purchases of U.S. equipment needed to build the first fish freezery in the Somali Republic.

The plan will be built near Alula at Ras Filuch. Most of the processed fish will be marketed in Italy through Indo-American Seafoods Corporation, a New York marketing firm.

The loan is repayable in U.S. dollars within 15 years, including a three-year grace period.

The American-affiliated company will benefit from the Development Loan Section services set up with AID assistance in Credito Somalo, an autonomous bank of the Somali Government.

Equity arrangements

Credito Somalo has loaned the company $500,000, using a portion of an earlier U.S. loan to the bank to help provide risk capital for private business in Somali Republic.

The Quincy company is contributing $222,322 in equity and the Somali partners are contributing an equal amount in Somali shillings. Financing, including the equity, the Credito Somalo loan and the AID loan, total the equivalent of $1.5 million.

The investment guaranty, under AID's extended risk program, insures the company for 50% of the equity investment of the U.S. firm against any risks, not to exceed $111,161.

AID has provided technical assistance to the Somali fishing industry and promoted a joint U.S.-Somali venture in fishing for a number of years. Credito Somalo also has helped in this promotion, assisted by U.S. technical advisors made available by AID.

Kenya issues Foreign Investments Protection Act

A Foreign Investments Protection Act, designed to attract private capital to Kenya, protects foreign investors against expropriation except where the taking of property is clearly for the public benefit, and makes provision for prompt payment of full compensation when property must be acquired.

Authorization for the transfer of profits and other specified monetary assets is also included in the Act.

Under the terms of the Act, any foreign national proposing to invest in Kenya should apply for a certificate of approved enterprise, which will be granted through the Treasury, providing the enterprise will further the economic development or benefit Kenya.

The procedure for obtaining a Certificate of Approved Enterprise is outlined.

For a copy of the Act, **write:** OIRE, Bureau of International Commerce, Washington, D.C. 20230, or any of the Department of Commerce Field Offices.

Eximbank dollar loans, guarantees, export credit insurance totaled $2.1 billion in 1964

The Export-Import Bank during 1964 assisted in financing almost $2.1 billion in U.S. exports through 3,410 transactions.

The forms of assistance included direct dollar loans, guarantees to U.S. commercial banks, financing export sales, and export credit insurance, all for purchases in the U.S.

The Bank approved 64 long-term capital loans amounting to $727 million, all to be spent in the U.S.

In medium-term export financing, the Bank continued to guarantee obligations of foreign buyers when purchased by U.S. commercial banks without recourse upon the exporter.

Private banks during 1964 received 631 guarantees from the Bank in the amount of $227.5 million, which covered the contract values of $263.6 million in shipments of U.S. goods abroad.

FCIA partnership

A total 2,614 policies valued at $780.7 million were authorized to be issued by the Foreign Credit Insurance Association in partnership with the Bank to cover comprehensive and political risks of export sales.

FCIA policies have insured payments to exporters on sales of agricultural commodities, industrial products, durable consumer goods, and a wide variety of machinery to buyers in all parts of the free world.

A $250 million "Emergency Foreign Trade Credit" to Great Britain authorized during the year was part of the $1 billion U.S. contribution to the $3 billion pledged by 11 nations to halt pressure on the British pound.

At the year's end, the Bank had gross commitments outstanding of $6,523.3 million in loans, guarantees and insurance. Of this total, guarantees and insurance accounted for $1,123.2 million. The Bank earned $180.1 million in interest and fees (gross income). Some $57.8 million was paid in interest in funds borrowed.

Balance of payments

Through collections of principal and interest on outstanding loans, and to a minor extent through sale of participations abroad in its loans, the Bank's operations during 1964 contributed $605.2 million to the U.S. balance of payments. The Bank's insurance and guarantee programs assisted in financing export sales, which contributed an estimated additional $697.8 million to the balance of payments.

Authorizations, their number, and the amount authorized were:

Long-term capital loans, 64, $727 million; emergency foreign trade loans, 1, $250 million; commodity loans, 1, $104.7 million; guarantees to commercial banks, 631, $227.5 million; guarantees to exporters, 27, $4 million; consignment insurance, 72, $3.6 million; FCIA insurance (medium-term), 828, $66.2 million; FCIA insurance (short-term), 1,786, $714.5 million.

Polyethylene plant in Japan receives $2.2 million loan

Eximbank authorizes funds to finance U.S. equipment

The Export-Import Bank has authorized a loan of $2.2 million to Ube Industries, Ltd., of Japan to finance the cost of U.S. machinery and equipment to be used in expanding its Goi polyethylene plant.

Eximbank lent Ube $3.1 million last year to help finance construction of the first stage of the plant on Tokyo Bay. The U.S. machinery and equipment to be purchased now by Ube will raise the plant's capacity from 20,000 to 55,000 metric tons annually.

U.S. suppliers under the new loan are expected to be Bendix Corporation, Detroit; Beckman Instruments Company, Fullerton, California; Nye Tool Company, Fort Wayne, Ind.; Thermo Electric Company, Saddle Brook, N.J.; Fisher Governor Company, Marshalltown, Iowa; Harwood Engineering Company, New York; McCartney Manufacturing Company, Baxter Springs, Kan.; Bart Manufacturing Company, Canton, Ohio; Autoclave Engineering Corporation, Erie, Pa.; Baldwin-Lima Hamilton Corporation, Philadelphia; Precision Product, Inc., Tulsa; W.D. Wilson Company, South Pasadena, Calif.; Associated Piping Engineering Company, Compton, Calif.; and Davis Instruments Company, Newark, N.J.

Ube, mainly a coal producer until 1924, has branched out to become one of the leading industrial complexes in Japan. It now ranks among the 200 largest corporations outside the U.S.

The Eximbank loan is repayable in eight years beginning in 1967. It is guaranteed by the Industrial Bank of Japan and the Sanwa Bank.

Argentine steel firms to pay $20.8 million for U.S. supplies

Loans will finance costs of U.S. machines for production expansion

The Export-Import Bank has authorized two loans totaling $20.8 million for two Argentine steel manufacturers to assist in financing costs of U.S. imports to expand production facilities.

One loan—$10 million—has been extended to the Sociedad Mixta Siderurgia Argentina, (SOMISA), an integrated steel producer. Equipment financed by the loan will help round out the company's present plant, make possible a more profitable product mix, and enable production to increase from the present 850,000 to 1.1 million ingot tons annually.

Procurement arrangements are being completed and about 30 U.S. firms are expected to be named as suppliers. Armco International Corporation of Middletown, Ohio, will advise the company on technical aspects of expansion.

The loan is repayable over 10 years beginning in 1967.

The second loan—$10.8 million—was authorized to E. M. Santa Rosa, S.A., a leading Argentine producer of high-quality steel products. The loan will help the company further its concentration in special steel and increase its production of finished products by 65%.

Among the probable U.S. suppliers under this loan are the Birdsboro Corporation,, Birdsboro, Pa.; Vaughn Machinery Company, Cuyahoga Falls, Ohio; Rust Furnace Company, Pittsburgh; and Whiting Corporation, Harvey, Ill. Auxiliary equipment will be supplied by several other U.S. companies not yet designated.

The loan is repayable in nine years, beginning in 1968.

Foreign Government Actions

Germany reduces duties on whiskey, agricultural goods

Approximately 30 items lowered to Common External Tariff level

As a countermeasure against price increases, Germany has unilaterally reduced rates on whiskey and certain agricultural products when imported from the U.S. and other non-EEC countries.

Retroactively effective Feb. 1, approximately 30 items with duty rates above the EEC's Common External Tariff (CXT) were lowered to the level of the CXT.

Of particular importance were the large cuts in whiskey rates, which were reduced halfway between the present national rates and the CXT.

The new tariff rates for whiskey imports are (in Deutsch Marks per 100 liters, with former rates in parentheses):

Whiskey, in containers with a capacity of 2 liters or less: with an ethyl alcohol content of 45° or less, 234.60 plus 2.30 per degree of alcohol (353.55 plus 2.30 per degree of alcohol); with a higher alcoholic content, 462.00 plus 2.30 per degree of alcohol (799.65 plus 2.30 per degree of alcohol);

Whiskey, in other containers: with an ethyl alcohol content of 45° or less, 100 plus 2.30 per degree of alcohol (140.40 plus 2.30 per degree of alcohol); with a higher alcoholic content, 270 plus 2.30 per degree of alcohol (458.25 plus 2.30 per degree of alcohol).

Other tariffs

Other tariff reductions of interest to the U.S. are (former rates in parentheses):

Horse meat, salted, in brine or dried, 16% (17.2%); edible oils (other than olive or palm oil), solid, in containers of a net capacity of 1 kg. or less, 20% (20.5%); animal and vegetable fats and oils, hydrogenated, whether or not refined, but not further prepared, in containers of a net capacity of 1 kg. or less, 20% (20.5%);

Meat extracts and meat juices, in containers of a net capacity under 2.5 kg. but more than 1 kg., 9% (20.7%); maple sugar and syrup, 20% (24%); nuts, including groundnuts, roasted, in containers of a net capacity of more than 1 kg., 17% (19.6%).

For further information on duty rates for specific products, **write:** OIRE, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

Canada: Customs Data

A new edition of the International Customs Journal for Canada, issued by the International Customs Tariffs Bureau in Brussels, is now available on a loan basis at Department of Commerce field offices.

The Journal combines the edition of the Customs Tariff as issued by the Canadian Government, July 1, 1960, and subsequent amendments up to and including Oct. 30, 1964.

Copies are made available to member governments only, and may not be purchased privately.

Lebanon reduces duty on sensitized paperboard

Lebanon has broadened application of a provision of its Customs Tariff which provides exemption from import duty on certain sizes of "sensitized paper, cards and cloths, whether impressed or not, but undeveloped" (tariff item No. 37.03).

The duty-free status of imports of this commodity has been changed to include "rolls of over 25 meters long and over 8 centimeters wide." Previously, this exemption applied only to "rolls of over 100 meters long, and between 14 and 15 centimeters wide."

The rate of duty on other sizes remains unchanged at 17.78% ad valorem.

Visitors to Saudi Arabia

Business visitors contemplating travel to Jidda, Saudi Arabia, in April are cautioned that hotel and transportation facilities will be strained to capacity during the month by the pilgrimage of Muslims to Mecca.

The American Embassy, Jidda, advises that such proposed trips be postponed, if possible, unless advance arrangements have been made to stay with business associates or acquaintances.

New equalization fee on processed goods set by EEC

Rate of 65% applicable to both industrial, agricultural products

The European Economic Community has set a 65% rate for the equalization fee paid on internally-traded goods having non-EEC imported components on which appropriate customs duties or charges with equivalent effect have not been levied or have been refunded.

The 65% rate is applicable to both industrial and agricultural products.

For industrial products and agricultural products not subject to the Common Agricultural Policy (CAP) levy system this rate is calculated as a percentage of the common external Tariff.

For agricultural products subject to the CAP levy system, the rate is calculated as a percentage of the arithmetic mean of the agricultural levies applicable to the imported component.

The Commission will determine this figure for each quarter of the year on the basis of statistics during the latest quarter for which the data are available.

Intra-trade rates

The new rate, effective to Dec. 31, accompanies the recent 10% reduction of tariffs on goods traded internally. These intra-trade rates are now 30% of the 1957 rates in each member country for industrial goods and 35-40% of the 1957 rates for agricultural products, depending on the product.

A certificate of circulation must accompany all intra-EEC shipments to show that the necessary customs formalities of the shipping country have been complied with and to qualify them for intra-EEC tariff reductions.

This certificate is issued only after payment, when due, of the import equalization fee.

The equalization fee and certificate of circulation are intended to prevent trade distortions which could arise during the transitional period of the Common Market as internal tariffs are progressively eliminated but the full Common External Tariff is not yet fully established.

Malagasy announces industrialization plan

Malagasy has announced a new industrialization policy based on coexistence between socialism and private investment and the progressive local control of industry.

The industrial field is divided into a reserved sector, limited to government enterprise; a sector with priority for socialization, reserved primarily for producers' cooperatives and similar organizations, and a free sector, in which both Malagasy and foreign private entrepreneurs are encouraged to invest.

The reserved sector encompasses the exploitation of the nation's energy resources, rail, sea and air transport, and certain fiscal monopolies. The socialization sector covers the first stage processing of agricultural products. All other industries fall within the free sector.

Producers' cooperatives that lack sufficient capital and managerial skills for establishing industries in the socialization sector will be assisted by the National Investment Company.

This company may also assist private Malagasy investors in the free sector and hold a minority interest in enterprises of private foreign investors to assure progressive Malagasization of industry.

Training program planned

To manage Malagasy firms during their formative years and to train Malagasy industrialists, efforts will be made to conclude "cooperation contracts" with foreign industrial firms to provide this private technical assistance.

Infant industries will receive protection from foreign competition on a selective basis and domestic investment will be coordinated to eliminate excessive competition where markets are small. Monopolies will be permitted in special cases.

For a more complete report on this subject, prepared by the American Embassy in Tananarive, on loan **write:** OIRE, Bureau of International Commerce, Department of Commerce, Washington, D.C., 20230.

FIBERGLASS LADDERS

South African manufacturer of ladders seeks license to produce fiberglass ladders. **Write:** Herbert Furst & Co., (Pty), Ltd., P.O. box 2689, Johannesburg, South Africa.

Iranian legislature ratifies offshore oil agreements

Both houses of the Iranian legislature, the Majlis and the Senate, have ratified agreements with five international oil groups for exploration and production in the District I offshore area of the Persian Gulf.

Three of these five groups are composed entirely or in part of U.S. firms.

The agreements become effective as soon as they are approved by the Imperial Court. Under the terms of the agreements, the Iranian Government will receive at least 75% of total profits, and will in addition receive cash bonuses amounting to about $185 million within 30 days of the effective date of the agreements.

EEC publishes quotas for mountain cattle

The Journal of the European Economic Community (EEC) has published 1965 country tariff quotas on heifers and cows of the Gray, Brown, Yellow, Spotted-Simmenthal and Pinzgau breeds, imported from third countries.

These quotas represent allocation of the EEC global quota, Common External Tariff No. ex0102AII, bound in GATT at the reduced duty rate of 6% ad val. (compared with the out-of-quota rate of 16).

The quotas were distributed to the following Member States capable of raising these mountain breeds (in number of heads) to Germany, 1,400; France, 3,000; and Italy, 2,500.

First Dutch nuclear power plant to be ready by 1968

Construction will begin soon on the Netherlands' first nuclear power station, to be located at Dodewaard.

Designed by International General Electric Operations, S.A., a wholly-owned subsidiary of the International General Electric Co. of New York, the boiling-water type reactor will be constructed in cooperation with Dutch public utility companies. It is scheduled to begin operations in 1968.

The plant's cost is estimated at $27 million, a large part of which will be borne by Euratom and the Netherlands Government.

The reactor will be under the management of a new Government-owned corporation, N.V. Gemeenschappelijke Kernenergiecentrale Nederland.

Germany issues new advance rulings on tariff classifications

The German Minister of Finance has made new arrangements for providing advance rulings on the classification of goods intended for import into Germany.

The Chapters of the Brussels Tariff Nomenclature have been divided between five customs offices. The Oberfinanzdirektion at each of these locations now will be allowed to make binding decisions regarding classifications of goods falling within the chapters assigned to it.

The chapters assigned to the Oberfinanzdirektion at the following cities are:

Berlin—Chapters 86-89: vehicles, aircraft, vessels, and associated transport equipment; 90-92: optical and precision instruments, sound reproducers; 94-99: miscellaneous manufactured articles; works of art and antiques.

Frankfurt/Main—Chapters 25: salt, sulphur, stone and cement; 31: fertilizers; 32: dyes, paints and varnishes; inks; 34-37: soaps, waxes, glues, explosives, and photographic goods; 41-43: hides, leather, fur; and products; 50-63: textiles, textile articles; 64-70: footwear, headwear, umbrellas, stone, ceramic and glass products.

Hamburg—Chapters 3: fresh fish; 12-15: oil seeds, vegetable saps and extracts, animal and vegetable fats and oils; 16.-04: preserved fish and caviar; 16.05: lobsters; 22-24: beverages and spirits, food residues, tobacco; 27: mineral fuels, oils and distillates; 38-40: chemical preparations, artificial resins, plastic materials and rubber; 45: cork and cork products; 46: manufactures of straw and other plaiting materials.

Cologne—Chapters 26: metallic ores, slag and ash; 47-49: papermaking material, paper and paper articles; 28-30: inorganic and organic chemicals, pharmaceutical products; 33: perfumes and cosmetics; 71-83: precious stones and metals, imitation jewelry, base metals and products thereof; 93: arms and ammunition.

Munich—Chapters 1: live animals; 2: meat and edible meat offals; 4-11: dairy products, vegetables, fruits, cereals, coffee and spices; 16-21: prepared foodstuffs (except 16.04 and 16.05); 44: wood and articles of wood; 84: boilers, machinery and mechanical appliances; 85: electrical machinery and equipment.

Indians propose joint ventures

Pulp, paper mill

An Indian real estate firm which also handles sales of technical books and periodicals is interested in a joint venture with an experienced U.S. manufacturer to establish a pulp and paper mill.

The firm plans to form a new company for this purpose.

Estimated total cost of the venture is approximately $14.5 million. The Indian promoters plan to hold 51% and allow the U.S. partner the remaining 49%. Technical assistance by the U.S. firm would be a requirement.

Although the Indian firm is inexperienced in manufacturing, it has received a letter of intent from the Government permitting it to negotiate with foreign collaborators for setting up a plant to manufacture 25,000 tons of pulp and 25,000 tons of paper a year.

Preliminary plans call for locating the proposed mill in either the Ganjam or Koraput districts of Orissa State, where a continuing supply of raw material is reported to have been assured.

Write: N.K. Kerr and Co., 8-2 Kiron Sankar Roy Rd., Calcutta 1, India.

Taps, dies, chasers, cutters

An Indian firm currently producing refrigerators, air conditioners, water coolers and pressed steel tools proposes formation of a new company in collaboration with an experienced US. firm to manufacture taps and dies, chasers and milling cutters.

Total cost of the project is estimated at approximately $900,000 of which the U.S. joint venture partner's financial contribution of about $300,000 would cover the cost of imported machinery and equipment. The U.S. firm also would be expected to provide the requisite technical know-how.

Annual production of the proposed facility is planned at the rate of 420,000 taps and dies, 157,500 chasers and 42,000 milling cutter. The plant is to be located in Kalyani, about 40 miles from Calcutta, where power, water and transportation facilities are available.

Write: R.C. Rakshit, Goodhouse Co., 11 Christopher Rd., Calcutta, India. Cable address: SILVERSPOT

Fiber plant

An Indian investment group in Baroda wants a joint venture with an experienced U.S. producer of acrylonitrile, polyacrylonitrile yarn and acrylic fabrics.

The group plans to construct a plant at Baroda, close to the petrochemical complex envisaged by the Indian Government. This is based on the Government-owned refinery now under construction and scheduled to start production in early 1965, at Koyali on the outskirts of Baroda.

Total cost of the project is estimated at $21 million. The U.S. partner's proportion of the venture has not yet been estimated but will be decided through mutual agreement and subsequently submitted for approval by the Government.

In addition to financial assistance, the U.S. collaborator is expected to provide technical know-how and possibly the services of its technicians to get the venture rolling.

The fiber plant will have a planned capacity of 15,000 tons of acrylonitrile per annum. Propylene and ammonia the main raw materials, will be available locally from the planned petro-chemical complex nearby.

Write: Gaewad Investment Corp., Ltd., Indumati Mahal, Baroda, Gujarat State, India.

Petro-chemical industry

A leading chemical and pharmaceutical manufacturer in Baroda, India, is seeking U.S. financial and technical assistance on a joint venture basis to manufacture polyethylene and polypropylene.

The Indian company plans to manufacture 10,000 tons of polyethylene and 10,000 tons of polypropylene per annum.

Total cost of the project is estimated at approximately $16,000,000. The Indian firm wants an experienced U.S. partner to invest equity capital in the proposed project and to provide technical know-how for the venture.

Financial and technical details including the amount of U.S. capital participation are to be determined through negotiations between the Indian and U.S. firms.

The primary raw material needed for the venture is petro-ethylene which will be obtained from the government owned refinery near Baroda, scheduled to begin production in the near future. The Indian firm expects to obtain 11,100 tons of ethylene and 11,100 tons of propylene from the Baroda refinery and plans on importing approximately 400 tons of auxiliaries required as raw materials. Land, labor, water supply and electric power for the proposed venture are readily available.

With the construction of the oil refinery in Baroda a complex of petro-chemical industries is being planned by the Indian Government to utilize the derivatives from the refining process.

The Indian firm has not yet applied for an industrial license for this project from the Government but plans to do so after it has contacted an interested U.S. firm. As the petro-chemical industry has priority in the Government's development planning the company is reasonably assured of obtaining this license.

Write: Alembic Chemical Works Co., Ltd., Alembic Rd., Industrial Area, Baroda 3, India.

Chemical production

A Bombay manufacturer of chemicals and pharmaceuticals is interested in discussing with an experienced U.S. firm the possibilities of a technical assistance agreement and the furnishing of equipment to expand and diversify its present production.

It plans to manufacture testosterone, methyltestosterone and ethisterone from its present manufacture of diosgenin steroid.

The firm currently manufactures nicotinic acid, niacinamide and nikethamide in bulk from imported 3-cyanopyridine. It would like to acquire the technical know-how and equipment to manufacture 3-cyanopyridine and possibly 4-cyanopyridine itself, with the intent of producing isonicotinic acid hydrazide.

As the firm is already experienced in manufacturing such vitamins as niacinamide and nicotinic acid, it is also interested in obtaining technical assistance to produce such other vitamins as B1 and B6.

The Indian firm reportedly possesses an industrial license for its present production and anticipates no difficulty in

having this extended to cover the planned expansion and diversification.

The company's 1963 sales are reported to have totaled approximately $1.1 million, which includes a small amount of exports. Under the planned expansion and diversification, more emphasis would be given to exports.

Write: Chemical, Industrial and Pharmaceutical Laboratories, Ltd., (CIPLA), 289 Bellasis Rd., Bombay 8, India.

Soda, chlorine plant

An Indian firm connected with Birla Bros., Pvt., Ltd., currently manufacturing such industrial products as oxygen and acetylene gases, industrial furnaces, foundry equipment and blowers proposes a joint venture with an experienced U.S. firm to establish an electrolytic soda and chlorine plant.

The amount of capital participation by the U.S. collaborator in the enterprise is open to negotiation, but technical assistance is definitely required.

The proposed plant, with a daily capacity of 100 tons of caustic soda and chlorine, will be located at Haldia about 55 miles from Calcutta. This is an area expected to emerge as an important industrial zone. Production of caustic soda in India now falls considerably below demand, a situation that will likely continue to exist for some time.

Write: Hindusthan Gas and Industries, Ltd., 22 New Tangra Rd., Calcutta, India.

Prefabricated houses planned for Finland

A Helsinki firm of importers and wholesalers of woodprocessing machinery, tools, tractors and related products is interested in manufacturing prefabricated houses in Finland under the license of a U.S. firm.

The Finnish firm is particularly interested in small prefabricated units of aluminum, steel or plastic construction retailing between $15,000 and $45,000, including construction costs.

Write: S. Aittomaki, Konetuote Oy, P. Esplanaadikatu 31 A, Helsinki, Finland.

FILTERS

Manufacturer of all types of filters seeks U.S. licensing rights on panel type filters for air conditioning and other uses; and "absolute" filters for atomic energy (barrier material).

Write: Lautrette & Cie, S.A., 53 rue Corbier-Thiebaut, Gouvieux (Oise), France.

Finnish manufacturer seeks licensing arrangements

A Finnish manufacturer and exporter requests licensing arrangements with U.S. companies to manufacture commercial refrigeration equipment and household appliances in Finland.

The firm now manufactures commercial and domestic refrigerators as well as saunas.

It has been quite successful in both the Finnish and Swedish markets and plans on expanding its line by producing larger sized freezers and commercial refrigeration units as well as automatic washing machines, dishwashing machines, space heaters, ironers or other small appliances for household use.

Write: Firma Norpe, Lapinlahdenkatu 8, Helsinki, Finland.

RUBBER MICROPOROUS SEPARATORS

Manufacturer of rubber items, parts for various industries especially automobile industry seeks licensing rights on microporous separators made of rubber.

Write: Compagnie de Caoutchouc Manufacture "Dynamic," S.A., 34 rue Piat, Paris, 20e, France.

LUBRICATING OILS, GREASES

License sought for the manufacture of blended and compounded lubricating oils and greases sought by manufacturer to improve its quality and obtain a large share of the Spanish market, which it considers wide open to products with certain U.S. brand names.

Write: Compania General de Lubricantes, S.A., Balmes 18, 2°, 1ª, Barcelona 7, Spain.

RUBBER PARTS, SHAPES

Manufacturer of industrial rubber parts, especially cylinders, tank linings, hoses and tubes, molded articles, washers and joints seeks licensing rights on rubber parts and shapes, especially hoses and tubes, tank linings and extruded industrial articles.

Write: Ets. Kalker, S.A.R.L., 58 rue de Paris, Les Lilas (Seine), France.

PAPER SPECIALTIES

A license to manufacture paper specialties for commercial and industrial purposes is sought by German firm currently engaged in the manufacture of paper, cardboard, wrapping paper.

Write: Bangs & Heinrich, Postfach 34, 565 Solingen, Germany.

Major U.S. chain sought as partner for Kuwaiti store

Businessman requests primary supplier in joint venture proposal

A prominent Kuwaiti businessman, educated in the U.S. and a member of the National Retail Merchants Association, plans to open the first department store in Kuwait.

He is interested in establishing a joint venture with a major U.S. department store chain under which the U.S. company would act as primary supplier and perhaps management adviser to the Kuwait store.

The building for the department store is located on Kuwait's main commercial street, and cost slightly over $1 million to construct. It has five floors and a basement, each floor containing approximately 10,000 square feet of display area. A prominent feature will be installation of the first escalators in Kuwait.

The top floor will be reserved for a furniture showroom and the basement for a modern super market. Approximately 40,000 square feet of space on the remaining floors is planned as a display and sales area for general department store items.

U.S. supply source

The businessman is interested in obtaining a U.S. sole source of supply for items including clothing, lighting fixtures, china, silver, jewelry, stationery, books, cosmetics and toys. Where possible the private brands and labels of the U.S. partner would be used, as would its services as buying agent in the United States and abroad for items not under its own label.

The precise relationship between the Kuwait store and its U.S. collaborator is subject to negotiation. The possibility of the Kuwait store operating as a branch of an U.S. chain, with or without capital participation by the U.S. Company is open to consideration.

The Kuwait promoter of the venture wishes to establish direct correspondence with interested firms. He plans to visit the U.S. in the late spring for further discussions and negotiations with these firms.

Write: A. E. Saleh, P.O. box 806, Kuwait, Kuwait.

U.S. manufacturers offered licenses

U.S. manufacturers are being sought to produce under license a newly-designed automobile muffler, slide valves, and three jaw chucks.

For additional information on these products and the names and addresses of the European licensors, **write:** Office of International Investment, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate file number assigned to each opportunity described below.

A Finnish automobile mechanic has invented a new automobile muffler reported to have exceptional sound dampening qualities. The inventor exhibited it in the 1964 Inventors' Exhibition in Brussels, where it received a Wemeil Award. He lacks the necessary resources to develop a manufacturing enterprise of his own, and therefore offers the muffler in the U.S. under a license arrangement. **File 1313.**

A license is offered for the manufacture of slide valves designed for high duty service conditions. They are claimed to act as reliable shut-off devices for liquid and gaseous substances of temperatures up to 750° F. The valves are equipped with welding ends or flanges to meet any specification, internal or external spindles, double plate-type key, armored-on sealing surfaces, and setback sealing. **File 1314.**

Three jaw chucks, patented in the U.S., are offered for U.S. production under license. These automatic chucks do not require wrenches and do not use sensitive gearing parts such as bevel gears, threads. It is claimed that the economic operation of these chucks corresponds to those operated hydraulically, electrically, or pneumatically, but cost about the same as a normal wrench operated chuck. All parts are interchangeable, and the chuck is protected against dust entering. **File 1315.**

MACHINES

Manufacturer of automatic edge trimmers and sheet-by-sheet feeders for paper and steel sheets seeks U.S. licensing rights on machines for printing or converting paper; on machines for packaging; automated control devices for rolled sheet metal, unrolling devices for paper rolls; also related machinery or devices not exceeding five metric tons in weight.

Write: Ets. P. Capdevielle, S.A.R.L., 206 rue Saint-Maur, Paris 10e, France.

Kuwaiti importer proposes sugar refinery venture

An established Kuwaiti importer planning to set up the country's first sugar refinery would like to discuss a joint venture arrangement with a U.S. refinery operator qualified to provide management services for the production and possibly marketing aspects of the enterprise.

A sugar refinery at an estimated cost of $9 million with a productive capacity of 15 tons per hour capable of expanding to 30 tons per hour is contemplated.

The Kuwaiti promoter will provide 70% to 75% of the estimated capital and the U.S. partner will be expected to furnish up to 25% in capital funds.

No raw materials, machinery or technical personnel for sugar refining are available in Kuwait. However, the country does have modern port facilities, ample power and desalted water supplied at Government subsidized rates. It is likely that needed raw materials, machinery and equipment for the proposed new industry would be permitted to enter duty free.

In addition, a national industries law now in draft form before the National Assembly will offer benefits to new industry by providing industrial sites at nominal rent, low interest loans and in some cases protective tariffs.

Only one sugar refinery reportedly will be permitted to operate in Kuwait giving a monopoly on refining and a virtual monopoly on sugar distribution to its owners. An export market of some size is reported available in adjacent countries.

Write: Mostafa Sultan, P.O. box 665, Kuwait, Kuwait.

AUTOMOTIVE, ELECTRICAL EQUIPMENT

Manufacturer of automotive and electrical equipment would like to secure licenses from established U.S. firms to make voltage regulators, solenoid switches, automobile horns, contact points, oil filters and other small component parts, particularly electrical.

Write: General Coils Africa, (Pty.), Ltd., 4 Loop St., P.O. box 4661, Cape Town, South Africa.

Orchid quota opened

Germany has established an import quota of unannounced size for orchids (fresh, cut flowers) imported from all non-Soviet Bloc countries. Applications for import licenses may be made through Dec. 30. Licenses will be valid for six months, but not beyond Dec. 31.

UAR sets criteria for granting licenses

The United Arab Republic has established certain criteria for granting licensing agreements for local manufacturing.

Negotiations must be carried out with the Government organization or agency in charge of the particular productive sector involved. Final approval of each proposal is obtained from either the Ministry of Industry or the General Organization for Industrialization.

The Ministry of Industry approves licenses for manufacture of goods in existing factories, while the General Organization for Industrialization approves licenses for manufacturing in factories still in the planning or construction stage.

Licensing agreements are normally signed for a five-year period, renewable if mutually desired. The royalty percentage varies considerably, and is generally the most difficult factor in negotiations.

Articles on commercial and economic conditions abroad are prepared in the Office of International Regional Economics, Bureau of International Commerce, unless otherwise specified.

Commodity stories generally are prepared by the Business and Defense Services Administration's (BDSA) industry divisions.

Reports are based on dispatches from U.S. Foreign Service posts and on department analysis.

The U.A.R. will not, in any case, grant a royalty of more than 5% of the sales price of manufactured articles. The percentage depends on the importance of the item to the U.A.R. and on whether the manufacturing company has a monopoly in its field.

The U.A.R.'s shortage of foreign exchange must be taken into account as a factor influencing licensing agreements. This shortage has made it difficult to obtain lump-sum payments at the beginning of the effective period of a licensing agreement in return for the initial transfer of technical assistance.

On the other hand, licensing arrangements do offer a means for the U.A.R. to obtain essential imports at less foreign exchange cost and may provide a possible means of doing business with the U.A.R. when imports of manufactured products are restricted.

Fire-fighting equipment is requested by NATO as preliminary notice issued

The Director of Contracts (Naval), Ministry of Defense, Ensleigh, Bath, has announced that NATO international competitive bids are to be invited on March 22 for the manufacture and supply of hand fire-fighting equipment in connection with a naval base installation in the United Kingdom. Closing date for bids will be April 13.

The equipment includes: 352 sixty-foot delivery hoses; 88 diffuser nozzles; 88 plain nozzles (⅝ inch); 45 stirrup pumps; 13 two-gallon capacity foam extinguishers complete with wall brackets; 45 one quart CTC extinguishers; 60 two-gallon, water type extinguishers; 6 sand bins and shovels; 612 two-gallon, flat-bottomed plastic fire buckets; 10 felling axes ("smashing Canadian"); 113 triangle gongs together with steel rods for striking and home office type, twin-headed stand pipes.

The hoses, nozzles and twin-headed stand pipes must be suitable for connection to British National Fire Service Equipment, but this restriction is not applicable to the remaining items.

The items are required to be generally in accordance with British standard specifications and subject to inspection by the British Ministry of Defense inspectioning officers who may require to witness the testing of certain items. Contractors may be required to afford facilities for inspection and arrange for any necessary testing.

This tender is open only to U.S. firms certified technically and financially eligible for NATO international competitive bidding. Firms not certified should write to the Trade Opportunities Staff, Department of Commerce, Washington, D.C. 20230, requesting information about certification procedures.

Inquiries concerning the bidding and particulars of specifications should be addressed to the Director of Contracts (Naval), Section 71, Ministry of Defense, Ensleigh, Bath, Somerset, England. All correspondence must bear the references: "NATO Common Infrastructure Slices VI and XI N/CP 7150409/65INFRA 3, AC/4/(PP) D 4633 and AC/4(PP) n/942."

A copy of the Ministry's announcement is available from the Trade Opportunities Staff.

Bailey Bridge spans requested by Burma

Burma has issued an invitation to bid on the supply of Bailey Bridge Spans and parts.

The deadline for bidding on tender No. 58/CS/64-65/GOVT. is April 2.

A total of 42 spans, various lengths and class loads and approximately 1,100 various parts are needed.

Write: People's Stores Corporation, Construction Stores (No. 1) Division, Rangoon, Burma.

An invitation to tender, terms and instruction list is available to firms located in the U.S., on a loan basis, from the Building Materials and Construction Industries Division, Rm. 4014, BDSA-6460, Department of Commerce, Washington, D.C. 20230. (Telephone: 202-967-3601).

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classifications. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-6192, Department of Commerce, Washington, D.C. 20230. The T.M. (trade mission) number is requested in correspondence. Requests for loan material should specify country and T.M. number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $1 each from the Bureau of International Commerce, BIC-8120, Department of Commerce, Rm. 6059 B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report.

Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless otherwise indicated. Approximate foreign tariff rates and customs applicable to the products listed below may be obtained from the Department of Commerce or the Department of Commerce field offices.

011 Field Crop Farms

HONG KONG—Raw cotton. William Hunt and Co., (International), Inc., Suite 316, Hongkong and Shanghai Bank Bldg., P.O. Box 539, Hong Kong. WTD 4/20/64.

JORDAN—Corn for making popcorn. Direct purchase and agency. Arabia Trading & Distributing Agency (importers, commission agents, distributors), P.O. Box 546, Amman. WTD 2/23/65.

012 Fruit, Tree Nut, Vegetable Farms

HONG KONG—Celery. Uniontrade Corp. (import, export), Suite "A", Third Fl., 38 Java Rd., Hong Kong. WTD 1/29/65.

162 Heavy Construction

VENEZUELA—Silos, parts. Direct purchase and agency for Venezuela. Efrain A. Teran & Cia. (importer, distributor, sales agent), Edificio Mansion Avila No. 5, Avenida Avila, Altamira, Caracas. WTD 2/12/65.

201 Meat Products

TRINIDAD—Meats (canned or otherwise). Importers, wholesalers, commission merchants request replies from manufacturers; direct purchase and agency. E. C. Shim & Co., Ltd., 65 Queen St., Port of Spain. WTD 11/2/64.

203 Canning, Preserving Foods

GREECE—Canned squid. Requests replies from shippers with price quotations. Can place orders immediately; direct purchase and agency. Kallitsis & Litos S.e.n.C. (commission agent, importer), 39 Frangon St., Thessaloniki. WTD 1/22/65.

TRINIDAD—Fruits, canned, preserved, fresh. Importers, wholesalers, commission merchants

request replies from suppliers; direct purchase and agency. E. C. Shim & Co., Ltd., 65 Queen St., Port of Spain. WTD 11/2/64.

204 Grain Mill Products

GREECE—Soybean meal; requests replies from shippers or exporters with price quotations; can place orders on behalf of local importers or for its own account; direct purchase and agency. Kallitsis & Litos S.e.n.C. (commission agent, importer), 39 Frangon St., Thessaloniki. WTD 1/22/65.

Wheat flour. Requests replies from shippers with price quotations; direct purchase and agency. Kallitsis & Litos S.e.n.C., 39 Frangon St., Thessaloniki. WTD 1/22/65.

TRINIDAD—Flour. Importers, wholesalers, commission merchants request replies from manufacturers; direct purchase and agency. E. C. Shim & Co., Ltd., 65 Queen St., Port of Spain. WTD 11/2/64.

205 Food Preparations

ITALY—Monoglycerids, liquid yeast for bakeries. Direct purchase and agency. Albadoro (manufacturer), Via Garibaldi 24, Pogliano Milanese (Milan). WTD 11/24/64.

207 Confectionery

TRINIDAD—All types of confectionery. Importers, wholesalers, commission merchants request replies from manufacturers; direct purchase and agency. E. C. Shim & Co., Ltd., 65 Queen St., Port of Spain. WTD 11/2/64.

220 Textile Mill Products

GERMANY—Fabrics for use in manufacturing shoes: synthetic; cotton; satin, printed and flocked. Direct purchase or agency for West Germany. Quotations c.i.f. Hamburg or Rotterdam. Otto Stockmayer & Sohn (wholesalers, sales agents, importers, commissioners), Im Erlenteich 56, 678 Pirmasens. WTD 2/25/65.

221 Broad Woven Fabric Mills

NETHERLANDS—Terry towels, bed sheets; superfine quality; direct purchase and/or agency. Not interested in dealing with large manufacturers; requests replies, quotations from small and medium-size manufacturers exclusively. Firma J. Y. de Korte (importer, wholesaler, exporter, agent), P.O. Box 113, or 32 Singel, Dordrecht. WTD 2/23/65.

232 Men's, Youths', Boys' Furnishings

SWEDEN—Leisure wear for men, boys; trousers, shirts, sport coats, jackets; direct purchase and agency. AB Leif Lindfors, (importer, exporter, wholesaler, sales agent), Tantogatan 45, Stockholm. WTD 2/18/65.

233 Women's, Misses', Juniors' Outerwear

HONG KONG—Maternity dresses. The Wing On Co., Ltd., 207-225 Des Voeux Rd., Central, P.O. Box 1508, Hong Kong. WTD 9/25/64.

SWEDEN—Leisure wear for women, children, such as slacks, shirts, sweaters, direct purchase and agency. AB Leif Lindfors, (importer, exporter, wholesaler, sales agent), Tantogatan 45, Stockholm. WTD 2/18/65.

234 Women's, Misses', Children's, Infants' Underwear

SWEDEN—Shirts, socks, pants, etc. for babies up to two years. Institutet for Brackskador AB, (importer, retailer, exporter, wholesaler, manufacturer), Vastmannagatan 9, Stockholm. WTD 2/18/65.

242 Sawmills, Planing Mills

HONG KONG—Washington or Oregon knot-free sitka spruce for prefabricating masts. Dodwell and Co., Ltd., Machinery Dept., Hongkong and Shanghai Bank Bldg., Hong Kong. WTD 7/25/62.

251 Household Furniture

TRINIDAD—Household furniture of wood, metal, reed, rattan. Importers, wholesalers, retailers, commission merchants request replies from manufacturers. Hanomans, Ltd., 108 Henry St., Port of Spain. WTD 11/19/64.

261 Pulp Mills

ENGLAND—Wood pulp, all qualities, East or west coast. Direct purchase and agency. Ekman and Co. (London), Ltd. (sales agent), 30/34 New Bridge St., London, E.C.4. WTD 2/11/65.

264 Converted Paper, Paperboard Products

● **GREECE**—60,000,000 tabulating cards, lined, in five colors and natural white. Tender 6397, bid deadline April 19. Hellenic Telecommunications Organization, Ltd., (O.T.E.), Supply Department, 20 Patission St., Athens.★ (Telephone: 202-WO 7-4115).

NIGERIA—Quotations desired for initial order of 1,000 tons of kraft paper in rolls. Quality must be sufficient for the manufacture of 4 to 6 ply cement bags. To be used in newly established factory which will have annual production capacity of 25 million cement bags. Consumption of kraft paper expected to be 5 to 6,000 tons annually. Kraft paper will also be needed for second factory to be built in near future. Gloede & Hoff, (Nigeria), Ltd., (manufacturer's representative), P.O. Box 2985, Lagos. WTD 5/27/64.

YUGOSLAVIA—"Mystic" plastic pressure sensitive adhesive tape, reinforced with synthetic fabric, for packaging. Parchment type impregnated paper. Direct purchase and agency. Yugoslavia Commerce (manufacturers' representative), 1-5 Sarajevska St., Belgrade. WTD 11/12/64.

272 Books

SOUTH AFRICA—Antiquarian books to assist firm in obtaining rare books for new university library. Direct purchase and agency. E. W. Alford, (Pty.), Ltd., P.O. Box 963, Port Elizabeth. WTD 2/11/64.

JORDAN—Secondhand books in good condition; pocket books. Direct purchase and agency. Arabia Trading & Distributing Agency (importers, commission agents, distributors), P.O. Box 546, Amman. WTD 2/23/65.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

275 Commercial Printing

JORDAN—Stationery, stock lots. Direct purchase and agency. Arabia Trading & Distributing Agency (importers, commission agents, distributors), P.O. Box 546, Amman. WTD 2/23/65.

281 Industrial Chemicals

● **IRAQ**—Assorted pharmaceutical chemicals and galenicals, 277 items, including acetylsalicylic acid B.P., 1,000 kgm.; citric acid, b.p., 500 kgm.; acriflavine b.p.c., 1,000 bottles; amidopyrine (Pyramidon) 300, 100 gr. bottles; antipyrine (Phenazone), 300, 100 gram bottles; argenti proteines b.p.c., 1800 bottles total of various sizes and types; bismuth carbonate b.p.c. extra light, 1000, 1 kgm. cartons; and calamina preparations b.p. 1000, 1 kgm. cartons. Also wishes to purchase empty gelatine capsules, b.p.c. as follows: 2,000 boxes total in 6 sizes, from No. 000 to No. 3, packed 1,000 capsules per carton; chloroform, Pure B.P. 300, 1 kgm.; and cresote b.p.c. 59, 300, 100 gr. bottles. Among the galenicals to be purchased are codeine b.p.c. 54 and codeine phosphate b.p., 10-gram bottles, 300 and 1,000 respectively; digitalis, eucalyptol, belladonna, gentian violet, senega and quassia; medicinal chemicals such as magnesium carbonate, magnesium sulfate, b.p.; methyl salicylate b.p.; phenacetin, phenobarbitone, potassium acetate, potassium bromide, sulfathiazole, zinc oxide, zinc chloride and 2,000 tins of white and yellow vaseline. Several narcotic drugs such as morphine hydrochloride and papaverine hcl. are listed; also several formulations of quinine and quinidine; as well as other plant alkaloids: ipecac, lobelia, nux vomica, stramonium, zingiberis. Tender conditions require presentation of an Iraqi bank guarantee by bidders. Tender No. PHARM/1/65, bid deadline March 31. General Drugs & Chemicals Imports & Distribution Co. ("KIMADIA"), British Bank of the Middle East Bldg., Bank St., Baghdad.★ (Telephone: 202-WO 7-3394).

NETHERLANDS—Raw materials for pharmaceutical, chemical industries. Direct purchase and/or agency. Requests replies from manufacturers only, quotations c.i.f. Rotterdam. Th. J. Verwaaijen & Co. N. V. (importer, exporter, wholesaler, commission merchant, sales agent), 51 Graafstroomstraat, Rotterdam. WTD 2/23/65.

282 Synthetic Materials

HONG KONG—Polyethylene vinyl chloride, exclusive distributor in Hong Kong. Dah Fung Trading Co., 905 Man Loong House, 611 Nathan Rd., Kowloon, P.O. Box 8861, Mongkok, Kowloon, Hong Kong. WTD 2/17/65.

Dacron, terylene and terylene worsted and woolen/synthetic suiting fabrics for men, women. Emanson Co. (importer, exporter), Alpha House, 7th Fl.-A, P.O. Box 8448, Kowloon, Hong Kong. WTD 2/12/65.

● **IRAN**—Cellulosic film, 17,000 bobbins, 95-117 mm. in width, film 1,600 meters in length per bobbin. Bid deadline May 22. Iranian Tobacco Monopoly, Tehran.★ (Telephone: 202-WO 7-3529).

283 Drugs

● **CEYLON**—Sulphadimidine b.p., 0.5 gr., 40 million tablets; and phthalylsulphatiazole b.p., 0.5 gr., 12 million tablets, both products to be packed in lined sealed tins of 1,000 tablets each. Bid deadline April 20. Chairman, Tender Board, Ministry of Health, 355 Deans Rd., Colombo 10.★ (Telephone: 202-WO 7-3394).

● **IRAQ**—Two tenders covering Erythromycin preparations and Isoxyl tablets: Erythromycin capsules, b.p. enteric coated, 200,000 capsules of 250 mgm. each, in bottles of 12; erythromycin syrup, 100,000 bottles, 125 mgm. per 5 cc., in 60 cc. bottles; and erythromycin pediatric drops, 100 mgm. per 1 cc. in powder form, in 10 cc. bottles, packed in boxes of 50 vials each, 5,000 bottles. Tender No. MOH/2/65, bid deadline April 4. Isoxyl tablets or similar product (4-4 Diisoamyloxy Thiocarbanilide), 250,000 tablets of 500 mgm. each packed in tins of 5,000 each. Tender No. MOH/3/65, bid deadline April 4. Note: Tender conditions require an Iraqi bank guarantee. General Drugs & Chemicals Imports & Distribution Co. ("Kimadia"), British Bank of the Middle East Bldg., Bank St., Baghdad.★ (Telephone: 202-WO 7-3394).

PAKISTAN—Pharmaceutical preparations, specialties; $50,000 annually. Ourashi Bros. (importing distributor), 10-A Shahalam Market, Lahore, West. WTD 2/19/65.

SOUTH AFRICA—Standard pharmaceutical products of all kinds. Professional & General Druggists, (Pty.), Ltd. (wholesaler), P.O. Box 3202, Port Elizabeth. WTD 8/25/64.

284 Soap, Detergent, Cleaning Preparations

SOUTH AFRICA—Poisons for use in exterminating mice and rats; requests replies from manufacturers. Professional & General Druggists, (Pty.), Ltd. (wholesaler), P.O. Box 3202, Port Elizabeth. WTD 8/25/64.

289 Chemical Products

JORDAN—Bleaching powder for washing clothes and for general household use. United Trading & Distributing Co. (commission agents), P.O. Box 1565, Amman. WTD 2/5/65.

301 Tires, Tubes

GREECE—Tires from surplus stocks. Seeks offers c.i.f. Thessaloniki or Piraeus. John Petsas (commission agent), P.O. Box 292, Thessaloniki. WTD 2/3/65.

307 Plastic Products

AUSTRALIA—Printed vinyl sheeting; printed vinyl film. R. E. Mandl & Co., Pty., Ltd. (importer), 54 Oxford St., Sydney, N.S.W. WTD 2/18/65.

HONG KONG—Interested in contacting manufacturers or suppliers of vinyl plastic leather and formica as used for making mattress covers and upholstery. H. C. Freeton and Co., Ltd. (importer, exporter), Rm. 705 Wong House, Des Voeux Rd. W., P.O. box 15572, Hong Kong. Cable: HCFREE Hong Kong. WTD 2/15/65.

311 Leather, Tanning, Finishing

FRANCE—Leather, tanned or prepared, related lines, primarily tanned calfskins, sheepskins and goatskins (70/80), first choice, glace or velvet; suitable for production of leather jackets and coats of good quality for men, women. Fabre (importer, wholesaler), 20 Rue de Tunis, La Rochelle, Charente-Maritime. WTD 2/23/65.

322 Glass, Glassware

SOUTH AFRICA—Glassware for decorative uses in the household. Requests catalogs, price lists, illustrative material with replies. Gracious Living (retailer), P.O. box 1031, Port Elizabeth. WTD 2/17/65.

326 Porcelain Electrical Supplies

● **GREECE**—Supply of 154,000 pin type, 15 kv. porcelain insulators; 57,000 coastal, pin type, 15 kv.; 24,500 heavy duty, pin type, 15 kv.; 133,000 strain type; 94,000 strain, coastal type; 47,000 white glazed porcelain, secondary spool type; and 170,000 brown glazed porcelain, secondary spool type. Tender No. DMKD-434, bid deadline not indicated. Public Power Corp., (DEH), Purchasing Dept., 30 Chalkokondyli St., Athens 103.★ (Telephone: 202-WO 7-4242).

SOUTH AFRICA—Pottery ware for decorative use on household walls, including plaques, coats-of-arms, mosaics, particularly those of contemporary and novel design. Replies, preferably from manufacturers, should be accompanied by descriptive material and price lists. Gracious Living (retailers), P.O. box 1031, Port Elizabeth. WTD 2/17/65.

Household tableware, china or earthenware, for exclusive household gift shop. Direct purchase from manufacturers. Gracious Living (retailers), P.O. box 1031, Port Elizabeth. WTD 2/17/65.

329 Abrasive, Asbestos, Nonmetallic Mineral Products

TRINIDAD—Brake lining, asbestos. Requests replies from manufacturers. Direct purchase and agency. Zaid Mustapha Motor Accessories (importer, wholesaler, retailer), 82 Eastern Main Rd., Barataria, Trinidad, W.I. WTD 2/16/65.

Grinding wheels. Importers, wholesalers, retailers and agents request replies from manufacturers; direct purchase and agency. Industrial Gases, Ltd., P.O. Box 614, Port of Spain. WTD 2/3/65.

331 Steel Mill Products

● **BURMA**—Hard drawn wire for production of nails, 600 tons various diameters. Tender 4/IDC/64-65, bid deadline March 24. Peoples Stores Corp., Industrial Raw Materials Division, Merchant St., Rangoon.★ (Telephone: 202-WO 7-2363).

● **GREECE**—Various sizes and quantities of black metal sheets, checkered sheets, galvanized sheets, angles, channels, tees, beams, strips, and round bars, estimated value $59,000. Inquiry DEPM-3262, YL-LA-2153, bid deadline April 9. Public Power Corp., 30 Chalkokondyli St., Athens.★ (Telephone: 202-WO 7-2363).

● **JORDAN**—Seamless steel pipe black and galvanized approx. 28,900 ft. various sizes to ASTM A53, approx. 480 ft. ½-2" dia. to ASTM A106 schedule 160, also 400 ft. ½" dia. to ASTM A335 schedule 80. Tender No. 6/65, bid deadline April 15. Jordan Petroleum Refinery Co., Ltd., Amman.★ (Telephone: 202-WO 7-2363).

333 Primary Smelting, Refining of Nonferrous Metals

● **INDIA**—Pig lead, Grade Ph. 99.98 to IS-27/1956, approx. 189 mt. Tender No. SR5/3012/046-A/I, bid deadline 10 a.m. (I.S.T.) March 23. Director General of Supplies and Disposals, N.I. Bldg., Parliament St., New Delhi. Tender documents available free of charge from India Supply Mission (Ref.: No. D/ENQ/1569), 2536 Massachusetts Ave., NW., Washington, D.C. 20008.

335 Rolling, Drawing, Extruding Nonferrous Metals

GERMANY—Electrolytic copper wire bars, 500 tons per month; requests replies from manufacturers with price quotations. "Adler" Kabel- und Drahtfabrik Johannes Schonmuller, (manufacturer), 222/231 Sonnenallee, 1 Berlin 44. WTD 1/20/65.

VENEZUELA—Copper tubing, for refrigeration equipment; direct purchase and agency. Industrias Climas C.A., (sales agent, importer), Apartado 10792 Este, Caracas. WTD 1/21/65.

339 Primary Metal Industries

HONG KONG—Cold rolled, deep drawing quality nickel silver, 4" coil 30/50 lb. each of 0.010—±10/12% nickel, 0.014", 0.015" and 0.020" ±18% nickel. Thickness to be within the A.I.S.I. or S.A.E. tolerances. Analysis and tolerances to be given in detail. Also to contact U.S. suppliers for No. 302 or 304 stainless steel, 4" coils 30/50 lb. each, 0.14" and 0.15", B2 finish on one side. Analysis and tolerances of thickness to be given in detail. Herald International, Ltd. (importer, exporter), 800-7 Wing On Life Bldg., 22 Des Voeux Rd. Central, Hong Kong. WTD 5/4/64.

342 Cutlery, Hand Tools, General Hardware

VENEZUELA—Hand tools in general. Sales agency and distribution for entire country. Samuel Imass, (Imagen y Sonido), (sales agent, importer), Apartado 10076, Caracas. WTD 12/27/63.

343 Heating Apparatus, Plumbing Fixtures

SWEDEN—Plumbing and plumbing control equipment for oil and chemical industry; direct purchase and agency. Ingeniorsfirma G. Karlbom AB, (importer, exporter, wholesaler, manufacturer), P.O. Box 55, Lidingo 1. WTD 2/11/65.

351 Engines, Turbines

FINLAND—Gas turbine drive power plants, 6,000-10,000 kva.; requests full details, prices, delivery dates; direct purchase or agency. Masino, Wikberg & Co., (importers, agents), P. Rautatiekatu 19, Helsinki. WTD 1/27/65.

VENEZUELA—Gasoline engines, over 750 r.p.m. Sales agency, distribution for entire country. Samuel Imass, (Imagen y Sonido), (sales agent, importer), Apartado 10076, Caracas. WTD 12/27/63.

352 Farm Machinery

VENEZUELA—Wheel tractors, under 100 hp., implements. Direct purchase and agency for Venezuela. Efrain A. Teran & Cia., (importer, distributor, sales agent), Edificio Mansion Avila No. 5, Avenida Avila, Altamira, Caracas. WTD 2/12/65.

353 Construction Machinery

● **GREECE**—One mobile crane, 20-ton capacity, powered by diesel engine in both carrier and upper structure. Tender number not available and bid deadline not set as of this date.

Piraeus Port Authority (OLP), Technical Service, Equipment Management, Mechanical Engineering Section, Lykiardopoulou Bldg., Piraeus.★ (Telephone: 202-WO 7-5566).

● **INDIA**—Two 5-ton and two 25-ton electric, overhead traveling cranes. Tender D3/30920/64/E, bid deadline April 7. Chief Engineer, Madras Port Trust, Madras 1. Copies available from India Supply Mission (Ref. D/ENQ/1572), 2536 Massachusetts Ave., NW., Washington, D.C. 20008.★ (Telephone: 202-WO 7-5589).

MOROCCO—Mining equipment of all types, especially material for ore extraction and treatment. Quotations Casablanca. Direct purchase and agency. Encoma (importer/agent), 49 Blvd. Mohamed Abdou, Casablanca. WTD 2/17/65.

354 Metalworking Equipment

● **INDIA**—Grinding machine—single spindle, vertical, 10,000 r.p.m. arbor capacity 3 mm. to 15 mm., wheel size 6 mm. to 76 mm. Tender SWP 7/441/9A/111/T.E., bid deadline April 9. Horizontal bending and straightening machine for joists 15″ x 6″ x 45 lbs. horizontal, 15″ vertical. Tender SWP 6/5011/072A/T.E., bid deadline April 9. Director General of Supplies and Disposals, National Insurance Building, Parliament St., New Delhi, India. Tender documents available from India Supply Mission, 2536 Massachusetts Ave., NW., Washington, D.C. 20008. Ref. Nos. D/ENQ/1576 (grinder) & D/ENQ/1574 (bending machine). Fee $1.25 each, payable in advance.

PAKISTAN—Double headed trimming and cold bending press of modern design and construction provided with independent electric motor drive. Force available at each head should be about 150 tons. Importer manufacturer's representative requests replies from manufacturers with price quotations F.A.S. New York; direct purchase and agency. Butani & Co., Zeenab Manzil, Frere Rd., Karachi-1. WTD 11/23/64.

Self contained motor-driven hydraulic spring buckling press of modern design and construction of 100 tons capacity having two rams complete with variable pressure relief valves, independent pumping unit, with totally enclosed oil supply tank, and all standard equipment. Stroke of vertical ram to be 8″; horizontal ram to be 12″ one 10 ton. Hydraulic assembling table to be arranged in conjunction with press as extra. Importer manufacturer's representative requests replies with price quotations F.A.S. New York. Direct purchase and agency. Butani and Co., Zeenab Manzil, Frere Rd., Karachi-1. WTD 11/23/64.

SOUTH AFRICA—Power workshop machines for woodworking trade. Requests replies from manufacturers. Agency or direct purchase. M & J Hardware, (retailers, wholesalers), P.O. Box 762, East London. WTD 2/15/65.

TRINIDAD—Pneumatic and electrical grinders, drills. Importer, wholesaler, retailer and agent requests replies from manufacturers; direct purchase and agency. Industrial Gases, Ltd., (importer, wholesaler, retailer, agent), P.O. Box 614, Port of Spain. WTD 2/3/65.

355 Special Industry Machinery

AUSTRALIA—Silk screen equipment; direct purchase and agency. Norman Reynolds, Ltd., 33 Nickson St., Surry Hills, Sydney, N.S.W. WTD 2/9/65.

● **BURMA**—One paddy and groundnut drying equipment, capacity 30 tons in 24 hours and five jute decorticators with capacity of ¼ of an acre in 10 hours. Tender 11/MACH 23/G-1(64-65), bid deadline April 5. The Revolutionary Government of the Union of Burma, Socialist Economy Construction Committee, Corp. No. 23, No. 228-240 Strand Rd., Rangoon.★ (Telephone: 202-WO 7-5589).

ECUADOR—Machinery, equipment, complete for manufacture of abrasive papers ("sandpaper") and textiles. 8-hr. work day, small production. Catalogs; quotations c.i.f. Guayaquil. Alberto de Guzman Polanco (manufacturer), P.O. Box 2867, Quito. WTD 2/18/65.

Printing machinery, embossing process, for production of business and personal cards, invitations and similar items. Small scale. Requests catalogs, quotations c.i.f. Guayaquil; correspondence in Spanish. Rosario Arteta Rivera (print shop), P.O. Box 708, Quito. WTD 2/26/65.

ENGLAND—Cutting and sewing machinery, ancillary equipment used in manufacture of light clothing. Deyong, Golding, Ltd., (manufacturers), Dolphin Rd., Shoreham-by-Sea, Sussex. WTD 2/9/65.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

FINLAND—Automatic lathes to turn square, round wood ¼″-1″, also one to handle sizes ½″-¾″; request brochures on these, related items, price lists. T:mi E. Muuri & Co. Ky, (manufacturers, importers, exporters), Oikokatu 6, P.O. Box 132, Lahti. WTD 2/16/65.

GERMANY—Rotation printing machines for offset and rotogravure. Werola, Jungblut GmbH & Co. (manufacturer), 755 Rastatt/Baden, Bahnhofsanlage 1. WTD 1/19/65.

PAKISTAN—Machinery for poultry packing plant; poultry picking machines; hardsaws, saw machines; slicing, deboning fish machines, equipment for use in supermarket. M. B. Qureshi, Barque Chambers (wholesaler, retailer), 87 McLeod Rd., Lahore, Pakistan. WTD 2/10/65.

SWEDEN—Machinery, equipment, materials, technical information for wrapping and packaging industry; direct purchase and agency. AB Leif Lindfors, (importer, exporter, wholesaler, sales agent), Tantogatan 45, Stockholm. WTD 2/18/65.

TURKEY—Machinery for producing finely ground fig paste. Albert N. Arditti, (exporter, manufacturer), P.O. Box 339, Izmir. WTD 2/16/65.

356 General Industrial Machinery

● **IRAN**—350 submersible pumps and motors. Bid deadline May 22. The Ministry of Water and Power, Government of Iran. Irrigation Bongah Farvardin Ave., Tehran. Tenders are available from above address for 1,000 Rls (75 Rls to the dollar).

● **TAIWAN**—One 200 liter per minute centrifugal pump and accessory equipment. Material to be Carpenter 20, ESCO alloy 20, or equal. Tender GF4C 20697 (P), bid deadline March 31. Purchasing Dept. Central Trust of China, 49 Wuchang St., Section 1, Taipei.★ (Telephone: 202-WO 7-5589).

VENEZUELA—Air filtration equipment; direct purchase and agency. Industrias Climas C. A., (sales agent, importer), Apartado 10792 Este, Caracas. WTD 1/21/65.

358 Service Industry Machines

● **COSTA RICA**—One, 3,000 c.f.m. air conditioning unit with horizontal diffusing ducts. Tender 1196, bid deadline March 29. Specifications available in Spanish. Instituto Costarricense de Electricidad, Apartado Postal XXXII, San Jose, Costa Rica.★ (Telephone: 202-WO 7-5589).

PAKISTAN—Industrial air conditioning equipment, 5 to 150 ton capacity, package type; 380/440 volts, 3 phase, 50 cycles; natural gas and/or electric operated, air and water cooled. Requests replies from manufacturers, quotations c&f Karachi. Direct purchase and agency. American Refrigerator Co. (importer, manufacturers' agent), Dilkusha Bldg., McLeod Rd., Karachi. WTD 6/2/64.

VENEZUELA—Refrigeration and air-conditioning equipment, except domestic. Import and sales agency for entire country. Industria Climas C. A., (sales agent, importer), Apartado 10792 Este, Caracas. WTD 1/21/65.

361 Electric Measuring Instruments

● **GREECE**—Supply of measuring instruments and test equipment including, but not limited to, the following: Coupling, capacitive, and inductive bridges, oscillators, heterodyne receivers, power amplifiers, balancing transformers, decade resistors, conductances, and capacitors, impedance bridges, psophometers, etc. Tender No. 6384, bid deadline April 21. Hellenic Telecommunications Organization, Ltd., (OTE), Supply Dept., 20 Patission St., Athens.● (Telephone: 202-WO 7-2939).

● **TRINIDAD**—Supply of miscellaneous metal clad, indoor 6.6 kv. and 12 kv. switchgear for use on a 12-kv., 3-phase, 60-cycle system. Bid deadline April 20. The Purchasing Officer, Trinidad & Tobago Electricity Commission, 63 Frederick St., Port of Spain.★ (Telephone: 202-WO 7-4242).

363 Household Appliances

SPAIN—Electric household appliances, all types. Requests replies from manufacturers. Direct purchase or exclusive agency. Pye Electronica, S.A. (manufacturer, wholesaler), Calle Alfonso Gomez No. 9, Madrid (17). WTD 2/19/65.

TRINIDAD—Household, commercial refrigerators. Importers, wholesalers, retailers, commission merchants request replies from manufacturers. Hanomans, Ltd., 108 Henry St., Port of Spain. WTD 11/19/64.

VENEZUELA—Sandwich toasters; direct purchase and agency. Samuel Imass, (Imagen y Sonido), (sales agent, importer), Apartado 10076, Caracas. WTD 12/27/63.

Ironingboards; direct purchase and agency. Samuel Imass, (Imagen y Sonido), (sales agent, importer), Apartado 10076, Caracas. WTD 12/27/63.

364 Electric Lighting, Wiring Equipment

SOUTH AFRICA—Table and floor household lamps of modern design. Requests replies, descriptive material, price lists from manufacturers. Gracious Living, (retailers), P.O. Box 1031, Port Elizabeth. WTD 2/17/65.

365 Radio, Television Receiving Sets

SOUTH AFRICA—Portable suitcase-type record players with transistor amplifiers. Direct purchase, preferably from manufacturers. Michael's Record Center, (Pty), Ltd., 7-9 Grace St., Port Elizabeth. WTD 5/25/64.

VENEZUELA—Console-type television receivers, with or without radio; portable television receivers; table television receivers, with or without radio. Sales agency and distribution for entire country. Samuel Imass, (Imagen y Sonido), (importer, sales agent), Apartado 10076, Caracas. WTD 12/27/63.

366 Communications Equipment

● **INDIA**—Supply of 2900 light weight telephone operator headsets, associated equipment. Tender No. T-725/P-4/2, bid deadline March 30. Secretary, Stores Purchase Committee, Telegraph Stores, 5 Council House St., Calcutta 1.★ (Telephone: 202-WO 7-4823).

PAKISTAN—Facsimile equipment for Radio International and Interwing Services; operating voltage 220 AC, 50 c/s, single phase; dia. of cylinder 88 mm.; speed 60 rpm; length of cylinder 340 mm.; indices 352/440; frequency deviation white/black 1500 to 2300 c/s. Requests from manufacturers, quotations f.a.s. New York. Home and Foreign Traders, (importer, manufacturers' agent), 21 Aurangzeb Market, First Fl., P.O. Box 332, Bunder Rd., Karachi. WTD 2/24/62.

Apparatus for reproducing vibrations in rails, sleepers under traffic, equipment with suitable electric motor and with necessary spares for two years normal use: Importer, manufacturer's representative requests replies from manufacturers with price quotations C & F Karachi; direct purchase and agency. Butani and Co., Zeenab Manzil, Frere Rd., Karachi 1. WTD 11/23/64.

367 Electronic Components

PAKISTAN—Vibrating table, 6'-6" long by 2'-6" wide with 6 legs fitted with a variable amplitude mechanical vibrator driven by 2½ hp. single phase universal AC/DC 200/250 volts motor by 2 short vee belts complete with hand-operated regulator and frame. Importer manufacturer's representative requests replies from manufacturers with price quotations f.a.s. New York; direct purchase and agency. Butani and Co., Zeenab Manzil, Frere Rd., Karachi-1. WTD 11/23/64.

SPAIN—Manufacturer of radio and TV receivers and record players wishes to contact manufacturers of component parts for Hi-Fi equipment, TV sets. Direct purchase and agency. Pye Electronica, S.A., Calle Alfonso Gomez No. 9, Madrid (17). WTD 2/19/65.

SWEDEN—All types of industrial protection and security equipment including advanced design alarm and integrated monitoring systems. Also equipment and materials for preparation of identification cards; direct purchase and agency. Allmanna Bevaknings AB, (sales agent), Riddargatan 13, Stockholm. WTD 2/12/65.

369 Electrical Machinery, Equipment

● **GREECE**—Supply of 5 lead-acid, 98 cell, 310 amp. hr., storage batteries. Tender 6395, bid deadline April 20. Hellenic Telecommunications Organization, Ltd. (OTE), Supply Department, Athens.★ (Telephone: 202-WO 7-4242).

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

371 Motor Vehicles, Equipment

TRINIDAD—Repair, replacement parts for automotive vehicles, such as body fillers, shock absorbers. Requests replies from manufacturers. Direct purchase and agency. Zaid Mustapha Motor Accessories (importer, wholesaler, retailer), 82 Eastern Main Rd., Barataria, Trinidad, W.I. WTD 2/16/65.

373 Ship, Boat Building, Repairing

TRINIDAD—Inflatable life rafts and life rafts made from balsa wood. Distributors, wholesalers, retailers, importers request replies from manufacturers; direct purchase and agency. R. Landry & Co., Ltd., 12-14 London St., P.O. Box 615, Port of Spain. WTD 2/8/65.

381 Engineering, Laboratory, Scientific, Research Instruments

● **INDIA**—Environmental chamber for tropical testing of telecommunication and electronic component equipment. Tender No. SMH-3/2024/060-A/PL, bid deadline March 24. Director General of Supplies & Disposals, National Insurance Bldg., Parliament St., New Delhi. Tender documents available upon payment of $1.25 each from India Supply Mission (Ref. D/ENQ/1571), 2536 Massachusetts Ave., NW., Washington, D.C., 20008.

● **IRAQ**—Supply of meteorological instruments including, but not limited to, the following: barometers; baragraphs; maximum, minimum, and ordinary thermometers; screens; thermographs; hygrographs; nephoscope; anemometers. Tender No. 32/65, bid deadline April 1. Iraq's Ports Administration, Basra.★ (Telephone: 202-WO 7-2939).

382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

SWEDEN—Automatic refrigeration controls; tanker pump discharge controls; data logging; direct purchase or agency. Kemostal AB (agent, wholesaler), Stampgatan 38, Goteborg C. WTD 2/12/65.

384 Surgical, Medical, Dental Instruments

GERMANY—One-time-use articles, plastic; for hospitals, doctors. Prices c.i.f. Hamburg. Saarmed GmbH, (importer, wholesaler), 155 Mainzer Strasse, 66 Saarbruecken. WTD 1/30/64.

SWEDEN—Varicose vein stockings, support for feet; heat medical girdles made of camel's hair or like. Institutet for Brackskador AB, (importer, retailer, exporter, wholesaler, manufacturer), Vastmannagatan 9, Stockholm. WTD 2/18/65.

TRINIDAD—All types of safety equipment for protection of personnel. Importers, wholesalers, retailers, agents request replies from manufacturers; direct purchase and agency. Industrial Gases, Ltd., P.O. Box 614, Port of Spain. WTD 2/3/65.

Plastic life rings; distributors, wholesalers, retailers, importers request replies from manufacturers; direct purchase and agency. R. Landry & Co., Ltd., 12-14 London St., P.O. Box 615, Port of Spain. WTD 2/8/65.

386 Photographic Equipment

ENGLAND—Photographic processing, printing, handling, coating, packaging equipment, associated instrumentation; cameras, accessories. Agency and direct purchase. Ilford, Ltd. (manufacturers, exporters), 23 Roden St., Ilford, Essex. WTD 2/15/65.

SOUTH AFRICA—8 mm. instructional films in the science, social study, home economics and business education fields; required urgently. Faculty of Education, University of Stellenbosch, Stellenbosch, C.P.

394 Toys, Amusement, Sporting, Athletic Goods

SOUTH AFRICA—Metal rods and reels; other fishing supplies. Direct purchase or exclusive agency. Popeye Strydom Sports Shop, (Pty.), Ltd., (retailer), P.O. Box 393, Port Elizabeth. WTD 2/9/65.

395 Pens, Pencils, Office, Artists' Materials

AUSTRALIA—Sign, ticketwriting equipment, including inks, paints, special hand tools for use in graphic arts work; direct purchase and agency. Norman Reynolds, Ltd., (importer, wholesaler, manufacturer), 33 Nickson St., Surry Hills, Sydney, N.S.W. WTD 2/9/65.

JAPAN—Penholder type ball point pens. Noda Trading Co., (exporter, importer), 2, 1-chome, Funatsuki-cho, Kita-ku, Nagoya. WTD 2/18/65.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Phone: 247-0311.

ANCHORAGE, ALASKA, 99501, Rm. 306, Loussac-Sogn Building. Phone: BR 2-9611.

ATLANTA, GA., 30303, 75 Forsyth St., N.W. Phone: 526-6000.

BALTIMORE, MD., 21202, Rm. 305, U.S. Customhouse, Gay and Lombard Sts., Phone: Plaza 2-8460 Ext. 2784.

BIRMINGHAM, ALA., 35203, Title Bldg., 2030 Third Ave., North. Phone: 325-3131.

BOSTON, MASS., 02110, Room 230, 80 Federal St. Phone: CApitol 3-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Phone: TL 3-4216.

CHARLESTON, S. C., 29401, No. 4 North Atlantic Wharf. Phone: 722-6551.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Phone: 343-6196.

CHEYENNE, WYO., 82001, 207 Majestic Bldg., 16th & Capitol Ave. Phone: 634-2731

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Phone: 828-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Phone: 381-2200.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Bldg., East 6th St. & Superior Ave. Phone: 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Phone: Riverside 9-3287.

DENVER, COLO., 80202, 142 New Custom House, 19th & Stout St. Phone: 297-3246.

DES MOINES, IA., 50309, 1216 Paramount Bldg., 509 Grand Avenue, Phone: 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Phone: 226-6088.

GREENSBORO, N. C., 27402, Room 407, U.S. Post Office Bldg. Phone: 273-8234.

HARTFORD, CONN., 06103, 18 Asylum St. Phone: 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Bldg., 1022 Bethel St. Phone: 588977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Phone: CA 8-0611.

JACKSONVILLE, FLA., 32202, 512 Greenleaf Bldg., 204 Laura St. Phone: Elgin 6-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Phone: BAltimore 1-7000.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Phone: 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Bldg., 167 N. Main St. Phone: 534-3214.

MIAMI, FLA., 33130, Rm. 1628, Federal Office Bldg., 51 S.W. 1st Ave. Phone: 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Phone: BR 2-8600.

MINNEAPOLIS, MINN., 55401, Room 304, Federal Bldg., 110 S. Fourth St. Phone: 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., (South) 610 South St. Phone: 527-6546.

NEW YORK, N.Y., 10001, 61st Fl., Empire State Bldg., 350 Fifth Ave. Phone: LOngacre 3-3377.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Phone: 597-2850.

PHOENIX, ARIZ., 85025, New Federal Bldg., 230 N. First Ave. Phone: 261-3285.

PITTSBURGH, PA., 15219, Room 2201, Federal Bldg., 1000 Liberty Ave. Phone: 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S. W. Morrison St. Phone: 226-3361.

RENO, NEV., 89502, 300 Booth St., Phone: 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 North 8th St. Phone: 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Phone: MAin 2-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 So. State St. Phone: 524-5116.

SAN FRANCISCO, CALIF., 94102, Room 9453, Federal Building, 450 Golden Gate Ave. Phone: 556-5868.

SANTURCE, PUERTO RICO, 00907, Room 628, 605 Condado Ave. Phone: 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Phone: 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Bldg., 909 First Ave. Phone: MUtual 2-2300.

399 Manufacturing Industries

AUSTRALIA—Accessories, aids for fashion designing, including forms, special marking tools, grading tools, stock cutters, related articles. Stenning School of Fashion (designers, manufacturers), Foveaux House, 63 Foveaux St., Sydney, N.S.W. WTD 2/25/65.

Display and advertising material, including fancy papers, art papers, paper boards; direct purchase and agency. Norman Reynolds, Ltd. (importer, wholesaler, manufacturer), 33 Nickson St., Surry Hills, Sydney, N.S.W. WTD 2/9/65.

JORDAN—Tobacco pipes. Direct purchase and agency. Requests replies from manufacturers. Arabia Trading & Distributing Agency (importers, commission agents, distributors), P.O. Box 546, Amman. WTD 2/23/65.

SWEDEN—Novelty goods, gift articles for advertising purposes; direct purchase and agency. AB Leif Lindfors, (importer, exporter, wholesaler, sales agent), Tantogatan 45, Stockholm. WTD 2/18/65.

TRINIDAD—Fire extinguishers; requests replies from manufacturers; direct purchase and agency. Industrial Gases, Ltd., (importer, wholesaler, retailer, agent), P.O. Box 614, Port of Spain. WTD 2/3/65.

739 Business Services

KOREA—Firm seeks U.S. supplier, preferably on West Coast, specializing in consolidating orders for all types of building materials, prefabricated buildings, electrical and steel building supplies, plumbing fixtures and fittings, heating and cooling equipment, paints, other building supplies. Prefers supplier affiliated with engineering consultants. Suhng-Jinn Sang Sa, (offer agents), Central P.O. Box 627, Seoul. WTD 2/16/65.

781 Motion Pictures

FRANCE—Motion pictures, English sound track, 35 mm., all subjects, full feature length. Societe Europeenne d'Expansion Cinematographique, (film producers, distributors), 9 ter, Rue Gombert, Lille (Nord). WTD 2/16/65.

Construction of medical unit scheduled by Kuwait ministry

Kuwait's Ministry of Public Works invites bids on the estimated $560,000 construction of a medical unit to be located in the Fahaheel township.

April 3 is bid deadline. It should be submitted through either a Kuwait agent, partner or sponsor. Bids must be valid for 90 days and are to be submitted with a U.S. $14,000 preliminary bank guarantee.

Write: Central Tenders Board, Council of Ministers Building, Seif, Kuwait, for specifications, available for $112, not refundable.

Heavy-duty equipment sought by company in Philippines

Bormaheco, Inc., 1077 Zapote St., Makati Rizal, wants to purchase one 30-inch spur gear hobber; one 50- to 75-ton explosion type forging hammer, new or used; one 10- to 12-inch power shear for half-inch steel plate, prefer used machine; one gear shaper or hobber for 4- to 12-inch spur gears; and one upsetter for forging. Request urgent replies.

International Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, Preserving Foods

GERMANY—Canned fruit, meat, sea food of all kinds. Requests replies from manufacturers only, quotations c.i.f. German or Dutch ports. Tekum-Technische Handelsgesellschaft Kuhlmann & Merten GmbH, (importing distributor), Berghausener Str., 5202 Oberpleis. WTD 12/1/64.

204 Grain Mill Products

GREECE—Soybean meal. Requests replies from shippers with price quotations. Can place orders on behalf of local importers. Spyros G. Spyropoulos, (commission agent), P.O. box 21, Thessaloniki. WTD 2/4/65.

222 Broad Woven Fabric Mills

AUSTRIA—Novelty fabrics, both woven, knit of man-made fiber, possibly other materials. Brueder Steiner, Seidenwebereien, (manufacturer), Westbahnstrasse 21, Vienna VII. (Cable: SEIDENINDUSTRIE Vienna). WTD 2/19/65.

232 Men's, Youths', Boys' Furnishings

GERMANY—Workmen's clothing of all kinds. Requests replies from manufacturers only, quotations c.i.f. German or Dutch ports. Tekum-Technische Handelsgesellschaft Kuhlmann & Merten GmbH, (importing distributor), Berghausener Str., 5202 Oberpleis. WTD 12/1/64.

262 Paper Mills

GERMANY—Newsprint; kraft paper, including kraft liner and test liner; coated printing paper. Interested in agency for West Germany. Requests replies from manufacturers only. Papimex, W. A. H. Christmann K. G. (sales agent), 5 Langenbeckplatz, 62 Wiesbaden. WTD 2/19/65.

263 Paperboard Mills

GERMANY—Paperboard, all kinds. Interested in agency for West Germany. Requests replies from manufacturers only. Papimex, W. A. H. Christmann K. G. (sales agent), 5 Langenbeckplatz, 62 Wiesbaden. WTD 2/19/65.

281 Industrial Chemicals

BRAZIL—Industrial inorganic, organic chemicals; manufacturers' representative or agent. Requests replies from manufacturers only. Price quotations c.i.f. Rio de Janeiro. B. Herzog Comercio e Industria S.A., Rua Miguel Couto 131, 7° andar, Rio de Janeiro, Brazil ZC-21. WTD 2/17/65.

SOUTH AFRICA—Nitro collodion cotton from ¼ seconds up to 15 to 20 seconds, made up 65% collodion cotton damped 35% methylated spirits; phthalic anhydride for the resin manufacturing industry; maleic anhydride for the resin manufacturing industry; coconut oil BP and technical and commercial grades; linseed stand oils, soyabean oil, sunflower oil, oticica oil, all of 1-1¼ poise upwards and refined; glycerine BP grade; toluol; xylol; M.I.B.K. (methyl isobutyl ketone); castor oil, first, second and third pressing. Offers and amount of commission urgently requested. Peninsula Petroleum, (Pty.), Ltd. (manufacturers' agent), P.O. Box 51, Claremont, C. P. WTD 2/17/65.

283 Drugs

MOZAMBIQUE—Antibiotics, hormone and antiallergic preparations, antihistamines, heart stimulants, sedatives and vitamins; exclusive representation. Cortez Pinto & Pimentel, Lda. (importer, agent), P.O. Box 12, Lourenco Marques, Mozambique, Africa. WTD 2/12/65.

307 Plastic Products

FRANCE—Plastic sheets (PVC 45/100°), vinyl, light-weight, highly flexible and resistant; plastic film; plastic sheeting and coated fabrics (140 centimeters in width), related expended plastic articles or material. Good quality; suitable for transformation, final processing and utilization. Exclusive agency and distributorship for France. Proposals (with samples and price quotations) requested direct and only from U.S. manufacturers in a position to supply regularly the desired products in large quantities; requests replies in French. Societe Yzolian, 18 Rue Lavoisier, Caussade, Tarn-et-Garonne. WTD 6/19/64.

326 Pottery Products

FINLAND—Kitchenware, household equipment, related items; requests descriptive literature, prices, terms. T:mi Yhteis-Myynti (commission agent), Kylmala, Helsinki. WTD 2/19/65.

343 Heating Apparatus, Plumbing Fixtures

GERMANY—Home, commercial oil burners. Interested in agency for Rhineland-Palatinate. Requests replies in German. Rudolf Geibel, 6735 Maikammer/Weinstrasse, Hartmannstrasse 56. WTD 2/19/65.

349 Fabricated Metal Products

BRAZIL—Fittings for compressed air, fluid, gas pipes. Prefers exclusive representation. Requests replies from manufacturers only, quotations c.i.f. Rio de Janeiro. I. Cinti Representacoes (manufacturers' representative, agent), Rua da Quitanda 3, 10° andar, sala 1009, Rio de Janeiro, ZC-00. WTD 2/18/65.

355 Special Industry Machinery

GERMANY—Fully automatic machines for production of printed circuits. Fully automatic machines for production of electronic components. Interested in agency for Germany. Ottfried Kreutzer, 4 Karl Stieler Strasse, 6 Frankfurt/Main. WTD 3/12/64.

356 General Industrial Machinery

IRAN—Turbine and submersible pumps, 4" to 12" dia., 100 to 400 ft. depth. Partt Motor Co., Ltd. (importer), 588 Saadi Ave., Tehran. WTD 2/20/65.

357 Office, Computing, Accounting Machines

ENGLAND—Computer peripheral equipment.

Rank Data Systems Division, The Rank Organisation (manufacturers, exporters, importers), Woodger Rd., London, W.12. WTD 2/10/65.

358 Service Industry Machinery

BRAZIL—Air conditioning units for commercial, industrial use; couplings for refrigeration machinery. Prefers exclusive representation. Requests replies from manufacturers only, quotations c.i.f. Rio de Janeiro. I Cinti Representacoes (manufacturers' representative, agent), Rua da Quitanda 3, 10° andar, sala 1009, Rio de Janeiro ZC-00. WTD 2/18/65.

361 Electric Transmission, Distribution Equipment

ENGLAND—Electrical components, sub-assemblies, equipment allied to resistors, heating elements, variable transformers. Cressall Manufacturing Co., Ltd. (manufacturers, exporters, sales agents), Cheston Rd., Aston, Birmingham 7. WTD 2/2/65.

363 Household Appliances

FINLAND—Small household appliances, e.g., toasters, mixers, whippers, fryers; requests descriptive literature, prices, terms. T:mi Yhteis-Myynti (commission agent), Kylmala, Helsinki. WTD 2/19/65.

GERMANY—Small electric household appliances, particularly novelty items. Requests replies from manufacturers only, quotations c.i.f. German or Dutch ports. Tekum-Technische Handlesgesellschaft Kuhlmann & Merten GmbH (importing distributor), Berghausener Str., 5202 Oberpleis. WTD 12/1/64.

366 Communication Equipment

FRANCE—Traffic control systems (green wave, and related devices) permitting free flow of traffic in dense urban areas, including tri-colored signs for utilization at cross-roads. Also motor-vehicle street-recorders for operation on electric current, a.c., 220 volts, 50 cycles. Pierre Larmat (sales agent), Piegut-Pluviers, Dordogne. WTD 2/17/65.

367 Electronic Components, Accessories

ENGLAND—Electronic instruments, equipment for measurement, control, communications; semi-conductor products; automobile electronic ignition systems, components. Auto-Electronics, Ltd. (importers, sales agents), Peel Grove, London, E.2. WTD 2/17/65.

383 Optical Instruments

GERMANY—Electronic optical instruments. Interested in agency for Germany. Otfried Kreutzer (importer, wholesaler), 4 Karl Stieler Strasse, 6 Frankfurt/Main. WTD 3/12/64.

394 Toys, Amusement, Sporting Goods

AUSTRALIA—Toys, games—virtually entire range, educational toys, toys for nursery, model cars. Mantons, Pty., Ltd. (importer, wholesaler), 184 Day St., Sydney, N.S.W. WTD 12/4/64.

FINLAND—Toys, games, models; requests descriptive literature, prices, terms. T:mi Yhteis-Myynti (commission agent), Kylmala, Helsinki. WTD 2/19/65.

399 Manufacturing Industries

NETHERLANDS—Educational equipment, appliances for natural sciences, chemistry, physics; exclusive agency for EEC countries. Firma H. van der Griendt (importer, wholesaler, exporter, agent), 4 Villapark, Rotterdam. WTD 7/16/64.

Iran Tobacco Monopoly asks bids for cigarette filters

The Iranian Tobacco Monopoly has invited bids for 50 million rods, white cellulose acetate cigarette filters; 20 million rods, white pure cellulose cigarette filters; and 10,000 bobbins imitation cork tape.

Bids must reach Iranian Tobacco Monopoly, Dravazeh Ghazvin Ave., Tehran, Iran, by May 17.

A copy of the conditions and specifications and samples of filters and cork tape are available to firms located in the United States from the Chemicals and Allied Products Division, Room 4409, BDSA, Department of Commerce, Washington, D.C. 20230. Telephone: 202-WOrth 7-3529.

Libya extends deadline on highway project

Libya's Communications Ministry has extended the bid deadline, due to specifications revisions, on construction of a 12-mile double carriage highway from Benghazi to the Benina Airport from Feb. 22 to March 22.

Bids on project tender No. 513 are invited from experienced road construction firms with specialized civil engineers.

Write: Roads Department in Tripoli or the Controller of that department at Sharia Omar Fayk Shannib, Benghazi, for available tender documents and plans, payment U.S. $84.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-8120, Department of Commerce, Washington, D. C., 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country.

Most of these lists are prefaced by a brief review of basic trade and industry data collected in making the compilations. All are dated February unless marked otherwise.

Books, Magazines and Periodicals Importers and Dealers—Philippines.

Electronic Equipment, Electron Tubes and other Electronic Components and Accessories Importers, Dealers and Manufacturers—Australia.

Feedstuffs Importers, Dealers and Manufacturers—El Salvador.

Instruments, Medical, Surgical, Hospital, Scientific and Process Importers, Dealers and Manufacturers—The Netherlands.

Leather and Shoe Findings Importers and Dealers—The Netherlands.

Machinery, Equipment and Supplies, Electrical Importers and Distributors—Austria.

Machinery, Equipment and Supplies, Electrical Importers and Distributors—Spain, Jan. '65.

Machinery and Equipment, Except Electrical Importers and Distributors—Portugal.

Machinery and Equipment, Farm Importers, Dealers and Manufacturers—Pakistan, March '65.

Medicinal and Toilet Preparations Importers, Dealers and Manufacturers—Federal Republic of Germany and West Berlin.

Metallurgical and Metal Working Plants—Malaysia, Jan. '65.

Paints, Varnishes and Pigments Importers, Dealers and Manufacturers—Finland, March '65.

Photographic Supplies, Dealers and Photographers—Philippines.

Provisions Importers and Dealers—Syria.

Tobacco and Tobacco Products Importers, Dealers and Manufacturers—Haiti, March '65.

Vending Machines Importers and Dealers—Austria.

Visiting Buyers and Officials

AUSTRALIA—Philip English, representing Doo-Wear Australia, Pty., Ltd., 23 Mary St., Sydney, N.S.W. **Interested in marketing fashion fur garments and kangaroo sportswear in the United States.** Arrived March 5 via Honolulu for 6 weeks. Arriving March 12 in New York; c/o Australian Trade Commissoiner, 635 Fifth Ave., New York, N.Y. WTD 12/23/64.

Colin Campbell, managing director, Colin Campbell Chemicals, Pty, Ltd., P.O. Box 51, Rosebery, N.S.W. **Interested in meeting manufacturers of agricultural chemicals, including fungicides and weedicides, products for fruit preservation, veterinary chemicals for poultry, sheep, cattle, products for use in dairies; also waxes for fruits and vegteables, with a view to importing and/or manufacturing under license.** May 20 via New York for one month; c/o Sheraton-Atlantic, New York, May 20-31; Chicago, Sherman House, June 8-9. Itinerary: New York, Chicago. WTD 2/25/65.

John Hibbert, director and general manager, representing Jacoby, Mitchell & Co., Pty., Ltd., 469-475 Kent St., Sydney. **Interested in meeting U.S. manufacturers of industrial and research electronics with a view to importing and/or representing in Australia.** April 4 for one month, via San Francisco; c/o Sir Francis Drake Hotel, San Francisco; International Division, Consolidated Electrodynamics, Bin H, Pasadena, California; Houston Instrument Co., Houston, Texas; American Hotel, New York, N.Y. Itinerary: San Francisco, April 4-6; Los Angeles April 6-14; Houston, April 14-17; Chicago April 17-20; New York, April 20-24. WTD 2/9/65.

CHILE—Gerald Rosebaum, representing Juan Happ Y Cia. Soc., Ltda, Caupolican 811-815, P.O. box 3018, Santiago. **Interested in electric and gas automatic controls for water heaters and boilers; importing.** Requesting

technical information in production methods, assembly lines, submerged arc welding equipment, power sources for same, solar water heaters and controls. March 20 for six weeks, via Miami. c/o Harry Todtenkopf, 504 Merrick Rd., Lynbrook, L.I., New York. Itinerary: New York, Boston, Newark, Baltimore, Buffalo, Detroit, Chicago, Minneapolis, San Francisco, Los Angeles, Long Beach; possibly, Tampa, Miami, Washington, Appleton, Wisconsin. WTD 2/25/65.

NIGERIA—Kenneth James Houghton, representing The Louvre Window Co., Ltd., 11 Creek Rd., Apapa, P.O. box 155, Apapa. **Interested in local assembly and finishing of Naco louvres under license from N.V. Appleton, Pty., sale of same, plus sunbreakers, fly screening through chain of distributors in Nigeria and by contact with architects and specifying authorities.** Requesting technical information on import of aluminum, anodized, window and door components, suitable for local assembly. April 25 for seven days, via San Francisco Airport, traveling to Miami on April 26. c/o Department of Commerce Field Offices in itinerary: San Francisco, Miami, New York.

PAKISTAN—Abdul Wahid Rathore, representing Gosien and Co., 4/B Shahalam Market, P.O. Box 550, Lahore, West. **Interested in iron and steel, metals, chemicals, dry milk, air conditioning and cold storage machinery, electric transmission equipment.** Requesting technical information on same. Arriving last week of March, for an indefinite stay, via New York; c/o Skytex Mercantile Co., 1133 Broadway, New York, N.Y.; Darling & Co., 4201 So. Ashland Ave., Chicago, Ill.; Ziel & Co., Inc., 230 California St., San Francisco, Calif. Itinerary: New York, San Francisco, Chicago. WTD 6/15/64.

Naseem Qureshi, representing Qureshi brothers, 10-A Shahalam Market, Lahore, West. **Interested in pharmaceuticals and drugs, refrigerators, air conditioners and industrial machinery, oil solvent extraction plant, wool scouring and baling plant.** Requesting technical information on same. Arriving end of March for two weeks, via New York; c/o Consulate General of Pakistan, 12 E. 65th St., New York, N.Y. Itinerary: Washington, D.C., Chicago, San Francisco, Philadelphia, Pittsburgh and Detroit. WTD 2/19/65.

SOUTH AFRICA—Bernard S. Cohen, representing Glen Anil Investments, Pty., Ltd., 807 Medical Centre, Jeppe St., Johannesburg. **Interested in motel development.** April 22 for two to three weeks, via New York. c/o Department of Commerce Field Office, 61st Fl., Empire State Bldg., 350 Fifth Ave., New York, N.Y. Itinerary: New York, Boston, Washington. WTD 2/25/65.

SWEDEN—Arthur Palmskog, Managing Director and Gustaf Stroander, Sales Manager, representing AB Oxydenol, Stockholm 30. **Interested in import, export of pharmaceuticals, cosmetics, non-food household consumer goods.** March 16 for three weeks, via New York. c/o Park Sheraton Hotel, 7th Ave. at 55th St., New York, N.Y. Itinerary: New York, Chicago. WTD 5/16/63.

VENEZUELA—Imre Frisch, representing Polyplastic de Venezuela, S.A., Calle Jose Angel Lamas, al Lado Hospital Militar, Caracas. **Interested in flexible plastic packaging methods.** Requesting technical information on equipment and methods of same. Scheduled arrival March 5, via Miami for several weeks; c/o Hotel Taft, New York, N.Y.; Palmer House, Chicago. Itinerary: New York and Chicago. WTD 11/9/64.

Leads for Importers

Commodities are offered direct unless specified.

200 Food

FRANCE—"Foies gras" (goose liver blocks, natural truffled); in tin cans of various sizes; also canned liver pate with goose liver and armagnac brandy; goose liver puree, and related choice meat products, including goose and duck meat (legs and wings, canned in own fat). Also prepared dishes, canned "cassoulet" (sausage and beans in sauce), meat pies. Very good quality. Wholesale exportation in U.S., preferably through well-established sales agents and distributors. Material available on loan basis from Trade Opportunities Staff, BDSA-6192, Department of Commerce, Washington, D.C. 20230. Conserveries de l'Adour, Route de Bordeaux, Aire-sur-Adour, Landes. WTD 2/17/65.

201 Hides, Skins, Pelts

MOROCCO—Semi-finished sheepskins, goatskins for finishing leather industry. Sheepskin size 65/70, 70/75, 80/85 (sq. ft. per dozen); goatskin thicknesses 0.4/0.7 mm. and 0.8/1.2 mm. Samples, quotations available on request. Omnium Marocain des Cuirs & Peaux (Tannery), 16-18, rue des Oudaias, Casablanca. WTD 11/4/64.

203 Canning, Preserving Foods

GREECE—Canned squid. Requests replies from shippers with price quotations. Can place orders immediately. Spyros G. Spyropoulos, P.O. box 21, Thessaloniki. WTD 2/4/65.

220 Textile Mill Products

SPAIN—Hand embroidered table linen, bedspreads, bedsheets, pillow cases, handkerchiefs, mantillas, shawls. Reyna Elysenda (manufacturer, retailer) Serrano 82, Madrid (6). WTD 2/24/65.

326 Pottery

AUSTRIA—"Terra Nigra" (black pottery) of metallic appearance and sound, fire-proof, heat-resistant, non-corrosive, for home decorating. Direct purchase or agency; brochure showing types of pottery available, may be obtained from the Trade Opportunities Staff, BDSA-6192, Rm. 4203, Department of Commerce, Washington, D.C. 20230. "Europafelix" Dr. Alfred Metsch, (manufacturer's agent, exporter), Stephansplatz 6/2/2/9, Vienna 1. WTD 10/13/64.

343 Heating Apparatus, Plumbing Fixtures

SWEDEN—Stainless steel kitchen sinks. Varme & Sanitets AB IDO, (importer, exporter, manufacturer, sales agent), Storgatan 46, Stockholm. WTD 2/10/65.

355 Special Industry Machinery

SWEDEN—All kinds of machinery for the structural steel, wood working industry. AB Froberg & Sjoberg, (manufacturer, importer, exporter, wholesaler), Fack, Sundsvall 1. WTD 2/19/65.

358 Service Industry Machines

CANADA—Automatic milk recombiner (mechanical cow) for distribution to institutional trade. Intertrade Industries, Ltd., (exporter, importer), 750 Lucerne Rd., Mt. Royal, Montreal 16, Quebec. WTD 10/5/64.

399 Manufacturing Industries

FINLAND—High quality, color-printed sheet metal products used for advertising, gift, or prize awards (trays, coasters, ash-trays, display stands, panels). Oy G. W. Sohlberg Ab, (manufacturer, exporter), Vuorimiehenkatu 29, Helsinki. WTD 2/18/65.

KOREA—Hog bristles, dressed. Direct purchase, 100,000 lb. per year available. Nambang Moolsan Co., Ltd., 93, 3-ka, Namdaemun-ro, Choong-ku, Seoul. WTD 2/19/65.

OECD requests bids on building equipment

The Organization for Economic Cooperation and Development, 2 rue de la Faisanderie, Paris Loeme, France, has issued an invitation to bid on a variety of equipment for its new building in Paris.

Equipment needed includes metal joinery and sun screens; surfacing of garage floors; heating, air conditioning, ventilating and water heating; electrical power generation of medium and low voltage; passenger elevators and freight elevators; commercial kitchen equipment and refrigeration; sanitary plumbing and portable partitions and combination cabinets.

Companies interested in bidding on the equipment must contact the Organization at the above address before April 30.

For additional information in French on a short-term loan basis to firms in the U.S., **write:** GIEC Division, BDSA—6320, Department of Commerce, Washington, D.C. 20230. (Telephone: 202-WO 7-5589).

Bid deadline extended

Ceylon's Department of Electrical Undertakings has granted another deadline extension to prospective construction bidders on the Maskeliya Oya Project. The deadline was extended from March 26 to April 30. (INTERNATIONAL COMMERCE, March 1, p. 33 and Feb. 1, p. 52.)

Greece extends deadline

The Public Power Corp. (DEH), Purchasing Department, 30 Chalkokondyli St., Athens 103, Greece, has announced April 2 as the bid deadline for Tender DED-880 for the supply of diesel generators (INTERNATIONAL COMMERCE, Feb. 22, page 35).

Deadline extended

The Republic of the Philippines, National Power Corp., 161 Bonifacio Dr., Port Area, Manila, has extended the bid deadline from Feb. 16 to March 17, and added Addendum No. 2 for a hydraulic turbine and other power equipment (INTERNATIONAL COMMERCE, Feb. 1, page 52).

Construction Projects

Reports from overseas on late building and construction

GERMANY—(100 marks = $25.) In the near future the West Berlin Senate will initiate an architects' contest, in which foreigners will be permitted to participate, in connection with the **planned expansion of Tegel airport.** An expansion of the airport's runway facilities and construction of modern terminal facilities at the southern end of the airport has been proposed by the Senate. The Senate has applied to the Federal Government for a first installment of DM10 million for the Tegel project. Total cost is estimated at around DM80 million.

IRAN—(100 rials = $1.32) A contract was signed in Tehran Feb. 13 between the National Iranian Oil Co. (NIOC) and an American-German consortium for construction of the long-awaited **Tehran Refinery,** to be located at Rey, on the outskirts of Tehran. According to varying local press reports, the construction costs are estimated to be anywhere from 75 to 85 million dollars, it is to be completed in 30 months, and is to give a daily refining capacity of 80 thousand barrels of crude. The American principal in the consortium is Fluor International of Los Angeles; the German principals include Mannesmann, Phoenix-Rheinrohr and Stahlunion.

The Tehran Refinery is to be supplied with crude by a second trans-Iranian pipeline, 756 kilometers long running from Ahwaz to Tehran, which is now being laid jointly by the American firm Williams Bros., and the French firm, Entrepose, under a contract concluded with NIOC last summer. According to press reports, the pipeline project is expected to cost nearly $50 million. Completion of the line, which is to include eight pumping stations, is scheduled for mid-1966 although, according to an NIOC announcement, it will be ready for operation with three pumping stations by early 1966.

It was originally planned that the Tehran Refinery would be supplied with crude by a pipeline from NIOC's Alborz oil field near Qom, but plans for such a pipeline have evidently been abandoned. According to a recent announcement by the Director of the Plan Organization, Engineer Safi ASFIA, there is insufficient oil in that field to supply Tehran's needs, hence the necessity for the second trans-Iranian line to bring crude from the southern oil fields to the new Tehran Refinery.

When the pipeline is completed, and until such time as the Refinery is completed, it will initially carry petroleum products to Tehran to supplement those now being carried by the existing Abadan-Tehran pipeline.

Two Iranian government officials have announced plans for a speed-up in **airport construction and improvement** in Iran. Plan Organization Director, Engineer Safi Asfia spoke of construction plans for 10 airports, with the work at Tabriz, Kermanshah, Sanandak, and Kerman to begin during the coming year. A few days later Hushang Arbabi, Director General of Civil Aviation, made a similar announcement, stating that 11 planned new airports will add a total of over 53,000 meters of paved runways to Iran's present air system. He gave high priorities to airports at Tabriz, Yazd, and Kerman, stating that master plans for these three are already drawn up. He added that plans are in preparation for airport construction at Rezaieh, Rasht, Zahedan, Bandar Abbas, Hamadan, Kermanshah, Sanandak, and Ramsar. Arbabi noted that the work plans involve new terminal buildings, new runways, and new equipment, to include navigational aids and night lighting, along with mobile firefighting equipment. Tenders may be issued within the next two months. **Write:** Plan Organization, Tehran.

IRAQ—(ID1 = $2.80) A contract was signed in Baghdad Jan. 28 between the Iraqi Republican Railways and Alco Products, Inc., New York, N.Y., for the purchase of **five 2150-hp. diesel electric double cabin locomotives.** Total value of the contract, which represents the first American locomotive sale to Iraq, is ID 544,383 ($1,524,273). Alco is to build the locomotives within nine months, and it is expected that they will be delivered late this year. Alco obtained the award for tender IRS/G/IT/15/64, which closed June 1, 1964, in competition with 15 other suppliers, including General Electric and General Motors.

The Iraqi Dates Administration advises that under the auspices of the Minister of Planning a special date committee in Baghdad would publish a tender in April of this year for a consulting engineering project for **construction of cold storage facilities and a date syrup plant.** A tender will also be published simultaneously for purchase of three additional vacuum fumigation plants with a total of six fumigation changers.

A sum of ID500,000 ($1.4 million) will be allocated by the Economic Planning Board in the 1965-70 five-year plan to the Passenger Transport Service (PTS) for **construction of Garage No. 5** (workshop and stores) in Baghdad, and a new **garage** at Abu Ghraib, near Baghdad, for minor repair work. The PTS presently operates a fleet of about 500 AEC and NASR buses in Baghdad and suburbs. Fifty additional Nasr buses are on order from the UAR and an international tender for 100 buses should be awarded soon.

Although the new garages will undoubtedly be constructed by Iraqi contractors, American suppliers of workshop and maintenance equipment are advised to send their promotional literature to Brigadier Yehya Abd al-Baqi, Director General, Passenger Transport Service, Baghdad.

A "limited tender" for **construction of a prison** at Abu Ghraib, near Baghdad, is expected to be issued soon. It is reported that bid invitations will be sent to contractors in Iraq, UAR, Lebanon, Syria, Jordan, Greece, Bulgaria and Yugoslavia. However, extra sets of the conditions and specifications will be available in the office of the American consulting engineers, Whiting International, c/o Talazoo Italia, Piazza Marconi, Rome, and it is believed that the consultants could obtain Iraqi approval to sell tender documents to any firm desiring either to bid on the project or to supply materials or equipment for it. Total cost of this project, which is being carried over from the 1960-65 five-year plan to the 1965-70 plan, is ID2.5 million ($7 million). The Directorate General of Buildings, Ministry of Works and Housing is responsible for its execution.

The Dominion Sisters of the Presentation, who own and operate a 44-bed hospital in Baghdad, are now constructing a **40-bed maternity and gynecology addition** which should be completed by the summer of 1966. An Iraqi contractor is building the addition by St. Raphael Hospital will select and purchase the furnishings. It intends to restrict its dealings with as few firms as possible and is inviting suppliers of hospital instruments and furniture to send their catalogs and price lists with recommendations for equipping the addition. Prices should be quoted C & F Baghdad. Although the hospital will purchase quality equipment, price is also a factor. Correspondence should be addressed to Sister Augusta, Superior, Saint Raphael Hospital, Karrada, Baghdad.

The Ministry of Oil Administration for Planning and Oil Construction reported plans to establish a **plant for production of 60,000 liquid gas cylinders** per year at a cost of ID 50,000; it is concerned with planning construction of the ID 12 million Basra Refinery which is to have a capacity of 1¼ million tons per annum. Design work is to begin this year on the Refinery project. The Ministry is also supervising the work of the Belgian firm awarded the consulting contract for design of the new, ID 1½ million Ministry Headquarters building.

The Economic Planning Board is studying plans for establishment of a **liquid gas plant** in the Baghdad area, the tender for which is to be announced in May.

Tenders for construction of the petrochemic-designed ID 3 million **Zaafaraniya Oil Products Depot** is scheduled to be advertised in March while another French firm, Sofregaz, is preparing tender documents for natural and liquid gas pipelines to be laid fom Kirkuk to Baghdad at an estimated cost of ID 13 million. Finally tender documents are being prepared for announcement later in the year of a kerosene-treating **hydrogen desulphurization plant** to be installed at Daura.

In the chemical industry, the Government selected C. F. Brau & Co., Alhambra, Calif., as consultant for a government-owned petrochemical industry in Iraq. The firm will first carry out a feasibility study in connection with a **proposed factory** to include units for the manufacture of caustic soda, chlorine, ethylene, polyethylene, P. V. C. and carbon black. The studies will begin immediately. The entire project will take four years to complete at a total cost of ID 20-25 million.

Ministry of Industry signed a consulting contract with the Japanese Consulting Institute, Tokyo, for a **chemical fertilizer factory** in Basra. The firm is to draw up specifications for announcement of an international tender in 6 months.

The Economic Planning Board has recently instructed the Ministry of Works and Housing to complete specifications for the I. S. 4½ million, 612 bed, **Basra hospital** attached to the University of Basra.

The Ministry of Agrarian Reform announced that international consultants would be invited shortly to submit proposals on the **Upper Euphrates (Haditha) Dam,** estimated to cost ID 47 million.

MALAYSIA—(M$100 = US$32.68). The firm, Sir William Halcrow & Partners, resident engineer of Sir William Halcrow & Partners, Stanhope House, 47 Park Lane, Westminster London W.1, is announcing pre-qualification terms for the **Muda River project.**

Tenders will be invited in May or June, and interested contractors should apply by March 31 to the Engineers for the project, Sir William Halcrow & Partners, stating: 1. The contract or contracts for which they wish to be invited to tender; 2. General details of the history, scope and turnover of their organization; 3. Details, including total cost of each, of similar

works they have undertaken; 4. Their resources in plant and experienced personnel available for these contracts; and 5. Name of the bank or insurance company which will act as guarantor to the employer in respect of the tender and for performances of the contract should the applicant submit a tender which is accepted.

NIGERIA—(£1 = US$2.80). Subsequent to proposed plans by the British Gas Council and Conch Methane Services of London for importation into Great Britain of 100 million cubic feet (i.e. 350 million therms), a **gas liquefaction plant** may be constructed in Nigeria to convert natural gas for shipment to Britain by refrigerated tankers. Reportedly, the capital investment required for a liquefaction plant and tankers could involve expenditures of approximately $98 million. U.S. firms in a position to offer design and engineering services, or act as contractors, should consider contacting the British Gas Council, Grosvenor Place, London, S. W. I., and Conch Methane Services, also located in London.

RHODESIA—Reportedly, Rhodesia Railways will soon undertake a study to determine whether **electrification** is advisable at this time. The two main arguments for electrification are the availability of Kariba power and the large cost of hauling fuel to the remote areas of Zambia served by the Railways. American manufacturers who wish to make representations to the Railways management before or during the study may write to A. R. Kemp, Chairman of Rhodesia Railways, P.O. Box 782, Bulawayo, Rhodesia.

SOUTH AFRICA—(1 rand = U.S.$1.40). The possibility of establishment of a second **port** in Natal increased sharply as the South African Transport Minister, B. J. Schoeman, ordered a survey of Richards Bay, 92 air miles northeast of Durban on the Zululand coast.

Decision to conduct the survey at Richards Bay followed adoption by the Railways Administration of the construction plan for a new line to connect Piet Retief with the Natal north coast line and to link up with the Vryheid line. It would provide a direct link between the coalfields of the Vryheid area and the cane and timber growers of Natal, as well as a more direct route between the Eastern Transvaal and Natal.

The Johannesburg Management Committee of the City Council has approved a vast R19.5-million **electricity expansion program** which will include completion of the Kelvin B Power Station by 1970. An additional R215 million provides for an emergency gas turbine jet engine equipment program. The City Council reportedly approved the total program amounting to R22 million. This is the largest electric power expansion program for the city since 1957.

The R2.5-million gas turbine program was tendered Feb. 25. and specifications will be available on March 15.

The City Council's Electricity Department will only consider the gas turbine tenders from those companies which have similar equipment in successful commercial operation. During manufacture, it will be necessary for the equipment to be inspected by the Council's consulting engineers, namely Merz and McLellan, Newcastle-on-Tyne of the U.K. The gas turbines are to be applied to existing alternators rated at 25 000 kw. each at the site altitude which is 6.000 feet above sea level. The fuel envisaged is grade diesel oil. The required commissioning date is April, 1967 or earlier.

The R19.5-million Kelvin B Power Station program will initially require the Transvaal Administrator's approval before equipment specifications can be issued. This will not be before late April or early May.

The Kelvin B program will consist of approximately 12 different principal contracts as follows:

1. Building, civil engineering and cooling towers; 2. Steel frame building; 3. Boiler House plant; 4. Turbine house plant; 5. Piping and fuel pumps; 6. Circulating water pumps and valves; 7. Coal ash and dust handling plant; 8. Open coal store; 9. Electrical equipment (high and low voltage) such as switchgear, control, and transformers; 10. Condensing plant; 11. Cables and accessories; 12. Lighting and plug points.

Each turbo generator is required to be of 60,000 kw. The steam temperature is to be 900° Fahrenheit and the pressure 900 lbs. per square inch. Specifications will be issued shortly after the Administrator's approval has been obtained.

Essential commissioning dates are two sets before April, 1969, and the third and last set before April 1970 but this may be subject to a deferment of up to two years to cover load recession.

Subsequent to the issuance of specifications, all details concerning the contracts will be handled by the City Council's consulting engineers, Merz and McLellan, Carlion House, Newcastle-on-Tyne, United Kingdom. However, for general or preliminary information, inquiries may be addressed to General Manager, Electricity Department, P.O. Box 699, Johannesburg.

SPAIN—(100 pesetas = U.S. $1.66). Correction: The announcement concerning the Centro de Estudios Hidrograficos plan to construct **water desalinization installation** (see INTERNATIONAL COMMERCE, Jan. 11) should have declared that a thermal fuel and not a nuclear powered plant is being specified. The Centro has further stated that it has not yet decided the exact size of the plant and its daily production capacity.

The Provincial Government of Santa Cruz de Tenerife (Canary Islands) is expected to be authorized by the Central Government to arrange for the peseta equivalent of $16.6 million in national and foreign credits to carry on the improvement and repair of the so-called **Highway Blue Network** on Tenerife Islands; this network to be composed of two main highways from the city of Santa Cruz (on the northeastern part of the island) to the town of Guia de Isora (on the SW); the two roads will entirely surround the island. Work construction to be carried out on an international bidding basis among companies belonging to countries that are members of the World Bank. **Write:** Sr. Presidentes del Cabildo Insular, Santa Cruz de Tenerife, Canarias.

SWITZERLAND—(100 francs = U.S. $23.20). The Bern Grand Council has approved a 545.000 franc appropriation to enlarge the **Bern-Belp airport.** In order to provide a minimum safety factor for the proposed new schedule feeder service the Federal Air Office has ordered the runway to be lengthened by 360 feet to provide an overall length of 4 298 feet. The feeder service is to be flown with a Fokker F.27 aircraft.

VENEZUELA—(100 bolivares = U.S. $29.85). An extensive program to spruce up Caracas for its 400th birthday in 1967 was announced on Jan. 27, by Venezuela's Minister of Public Works. It is expected that one to one-and-a-half billion bolivares ($450 million to $675 million) will be spent by three agencies for **projected construction and expansion of facilities for the Government, housing, highways, schools, telecommunications, and an aqueduct.**

According to the Ministry's plans, construction will be undertaken of 3 hospitals, 12 schools, a national library, a new post office and telecommunications building and 6 more miscellaneous government buildings.

The Centro Simon Bolivar, the main government office area will be expanded and 3,900 apartments will be built there.

Construction cost for the total number of buildings is about 475 million bolivares ($105 million).

The city's system of expressways will be completed with the building of 65 kilometers of highways. This is expected to cost 450 million bolivares ($100 million).

In the Caracas area, the Banco Obrero will build 12,000 houses at a cost of about 200 million bolivares ($44 million).

The problem of water supply for three million people will be met by the National Institute of Sanitary Works (INOS) which plans to complete an aqueduct and to finish its work of "sanitizing" the city's open sewer—the River Guaire. INOS also plans to supply water to barrios that are "remodeled."

It was also announced that a subway will be installed to relieve traffic congestion. **Write:** Ministry of Public Works.

Contracts totalling Bs. 41,102,985 (approximately $9,150,000) have been signed by the Compania Nacional Telefonos de Venezuela (CANTV) and the local representatives of Ericsson of Sweden and Philips of Holland to provide direct dialing throughout the country and a high frequency international radio communications system.

Ericsson received the award, in the amount of Bs. 21,917.564, for the direct dialing project which will permit 70% of all inter-urban calls to be made directly, bypassing the intermediate switchboards.

The high frequency international radio (voice and telegraph) communication project was awarded to Philips for Bs. 19,185,421. This system will augment and present radiotelephone and telegraph facilities between Venezuela and the United States, and other neighboring countries, and will improve the existing and very poor services to Brazil and Argentina.

Both projects should be completed within 16 months.

Libya seeks bidders for city reconstruction

Libya's Central Tenders Board has announced that tender documents are available on the reconstruction of the City of Barce. Announcement of the deadline is expected within 30 to 60 days. (INTERNATIONAL COMMERCE, Feb. 22, p. 31.)

Write: Barce Reconstruction Organization, 55 Omar Mukhtar St., Benghazi, Libya, or McGaughy, Marshall, McMillan and Lucas Consultants, 18 Via Clittunno, Rome, Italy.

South American firm seeks whiteware chemical agency

A South American firm is seeking agency connections for a number of whiteware chemicals. It is interested in items such as talcum and pigments for ceramics; tin oxide; zirconium silicate; wollastonite; barium carbonate; zinc oxide; feldspar; fire-ground crude clay (china clay); and ball clays. Trade Opportunities Staff, BDSA-6192, Box A-26876, Dept. of Commerce, Washington, D.C. 20230.

New Books and Reports

***Industrial Potentialities of Northern Nigeria.* Prepared by the Northern Nigerian Ministry of Trade and Industry. Published by Herbert Jenkins, Ltd., London. 281pp., plus 5 maps. $5.84.**

The book stresses the fact that investment in Northern Nigeria is eligible for financial advantages and tax concessions, and can benefit from an abundant labor supply and a 29-million person market for home consumption. The Government says it welcomes wholly-owned overseas industrial development, and recognizes the need to import technical expertise.

Two main sections examine prospects for existing and potential industries based on local and imported raw materials. Under the first category are textiles, oilseeds, tanning, leather footwear, fisheries, cement, asbestos-cement, building materials, starch and glucose, produce bags, flour-milling, forest products, boat-building, cattle and meat-marketing, fruit canning, iron and steel, brewing and soft drinks. Imported raw materials and equipment are required for metalware, assembly industries, printing, fertilizers, paper, travel goods, paints, soap and plastics. Mineral resources, many of them untapped, are detailed in one appendix, and another gives estimates of imports sold in Northern Nigeria.

Write: Herbert Jenkins, Ltd., 3 Duke of York St., London, S.W. 1.

***Overseas Business Reports.* U.S. Dept. of Commerce. Washington. $18 per year ($12 additional for overseas mailing), 15 cents per copy. Order from any Commerce Field Office or the Supt. of Documents, GPO, Washington, D.C. 20402.**

Selling in Israel. OBR 65-1. 7 pp. Describes: the road to selling through representatives and by direct selling, import requirements, distribution practices, transportation, port and storage facilities; outlines commercial practices, wholesale and retail channels, retailing methods, trade customs, terms of payment and credit facilities; summarizes the marketing aids available in the form of advertising, market research and trade organizations, and U.S. aids. Also includes notes for business travelers.

Basic Data on the Economy of Upper Volta. OBR 65-7. 6 pp. Contains general information on the geography, climate, population, government, structure of the economy, agriculture, mineral resources, manufacturing, transportation and communications, finance, and foreign trade.

Basic Data on the Economy of the Somali Republic. OBR 65-8. 13 pp. Contains the same basic types of information as OBR 65-7, above.

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Subscribers to this magazine may obtain without charge a single copy of an Overseas Business Report described in this issue by making a specific written request, including the OBR number, to the Sales and Distribution Section, Department of Commerce, Washington, D.C., 20230.

Such requests must be received not more than 15 days after the publication date of the issue of *International Commerce* in which the requested OBR was listed.

***Trade Directory of the Republic of the Sudan—1965* (7th Ed.) Published by the Diplomatic Press and Publishing Co., London. 120pp. $2.80.**

Contains general political and economic information on the Republic of the Sudan. Included is a classified listing of Sudanese firms.

Articles and tables on the Sudan cover such topics as animal resources, mining, forestry, industrial development, foreign trade policy, exchange controls, tourist information, and others.

Write: The Diplomatic Press and Publishing Co., 13, Cotswold Gardens, London, N.W.2, Great Britain.

***Transport Investment and Economic Development.* Edited by Gary Fromm. Brookings Institution, Washington, D.C. 314pp. $6.75.**

This study analyzes guidelines for making efficient transportation investments in the emerging countries of Asia, Africa and Latin America.

It includes papers dealing with such questions as: transport objectives, technology, design, regional and national planning, pricing of transport services, and financing of transport investment.

Write: The Brookings Institution, 1775 Massachusetts Ave., NW., Washington, D.C. 20036.

***Advertising Conditions and Regulations.* Second Ed. By the International Chamber of Commerce. Publisher: Verlag fuer Recht und Gesellschaft A.G., Basel, Switzerland. 614pp.**

This volume reports on the basic factors involved in advertising in 15 countries. Media, rates, standards, regulations and local advertising associations are covered on a country-by-country basis, with a bibliography following each country report. The countries examined are the European Common Market countries (except Luxembourg), the Scandinavian countries (including Finland), Australia, Canada, Japan, Switzerland, the United Kingdom, and the United States. The complete text is in both English and French.

Write: Verlag fuer Recht und Gesellschaft A.G., Bundesstrasse 15, Basel, Switzerland.

***Foreign Trade Zones and International Business.* William A. Dymsza. Rutgers, Trenton, N.J. 292 pp. $6.**

Comprehensive analysis explaining what trade zones are, where located, services afforded, and situation conducive to international trade. Gives historical background, including recent developments. Shows advantages of manufacture in foreign trade zones. Detail on facilities and opportunities in the several trade zones and sub-zones. Description of changes in international business environment.

Write: Bureau of Commerce, Rutgers-The State U., P.O. 1889, Trenton, N.J., 08625.

(A four-page summary titled *Small Business Opportunities in Foreign-Trade Zones and International Business,* MRS No. 196, 1964, is available free from Small Business Adm., Washington, D.C., 20416, or SBA Field Offices.)

***Kompass-Italy 1964-65,* 3rd Ed. Published by Etas-Kompass, Milan. 3 vol. 3,757pp. $56.**

General classified directory of Italian manufacturers, importers, exporters, wholesalers, dealers, agents and service establishments. It is published in three volumes with directions for its use appearing in volume I.

Write: Etas-Kompass Edizioni per l'Informazione Economica, S.p.A., Via Mantegna, 6 Milan, Italy.

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Calendar *for international traders*

March

15—Joint Credit Forum Dinner Meeting of Worcester Foreign Trade Council and Worcester Chapter, New England Assn. of Credit Executives, **Worcester, Mass.**

15—"Principles and Techniques in Exporting," 1st of eight weekly sessions, **New London, Conn.** Sponsors: REEC; Chamber of Commerce; State Board of Education; Department of Commerce.

16—Port of New Orleans Night, 6 p.m., Roosevelt Hotel, **Cedar Rapids, Iowa.** Sponsor: Foreign Trade Bureau, Chamber of Commerce.

16—Export Educational Seminar—Export Documentation, Board of Education Bldg. auditorium, **Memphis.** Sponsors: Memphis Vocational Education Division; Mid-South Exporters' Roundtable; REEC; Field Office, Department of Commerce.

16—Export Expansion Seminar, **Orlando, Fla.** Sponsors: Central and North Florida REEC; Mid-Florida Technical Institute; Field Office, Department of Commerce.

16—Missouri's Trade Mission to Europe Report, Hotel Muehlebach, **Kansas City.** Speaker: Lawrence Schneider, Missouri State Chamber of Commerce.

16—FCIB Hardware-Automotive & Allied Trades Group, luncheon meeting, Advertising Club, **New York.** Sponsor: Foreign Credit Interchange Bureau.

16—Providence World Trade Club, dinner meeting, Colony Motor Hotel, **Cranston, R.I.**

16—In-Office "Profits in Exports" Conference, Field Office, **New York.** Sponsors: U.S. Paper Exporters Council; Field Office, Department of Commerce.

16—"Principles and Techniques in Exporting," 1st of eight weekly sessions, **New Haven and Hartford, Conn.** Sponsors: REEC; Chamber of Commerce; State Board of Education; Department of Commerce.

17—Chicago-Midwest Credit Assn., LaSale Hotel, **Chicago.**

17—American Marketing Assn. (Indiana Chapter) luncheon, Athletic Club, **Indianapolis.** Speaker: George Donat, BDSA Administrator.

17—REEC meeting, San Carlos Hotel, **Pensacola, Fla.**

17—Electronic Industry Assn., luncheon, Statler Hilton Hotel, **Washington.** Speaker: Eugene M. Braderman, Director, Bureau of International Commerce.

18—International Trade Club of Chicago, Pick Congress Hotel, **Chicago.**

18—Export Educational Seminar—Export Problem Clinic, Board of Education Bldg. auditorium, **Memphis.** Sponsors: Memphis Vocational Education Division; Mid-South Exporters' Roundtable; REEC; Field Office, Department of Commerce.

18—Full-Day International Trade Conference, Hotel Northland, **Green Bay, Wis.** Sponsors: Green Bay Area Chamber of Commerce; REEC; Field Office, Department of Commerce.

18—International Trade Assn. of New England, Inc., dinner meeting, "E" Award presentation, Charter House Hotel, **Cambridge, Mass.** Speaker: Daniel L. Goldy, National Export Expansion Coordinator.

18—Luncheon, Penn-Sheraton Hotel, **Pittsburgh.** Speaker: William B. Dale, U.S. Executive Director, International Monetary Fund. Sponsor: World Trade Council, Chamber of Commerce of Greater Pittsburgh.

18—"Insurance and Packaging" seminar, Koppers Bldg., **Pittsburgh.** Sponsor: World Trade Council, Chamber of Commerce of Greater Pittsburgh.

18—Introduction to Exporting, Export Procedures Course, Hotel Continental, **Kansas City, Mo.** Sponsors: Field Office, Department of Commerce; International Trade Club of Kansas City.

18—FCIB Drug, Chemical & Food Export Club, monthly luncheon meeting, Advertising Club, **New York.** Sponsor: Foreign Credit Interchange Bureau.

18-19—5th Annual Washington Conference on Business-Government Relations in Marketing, Shoreham Hotel, **Washington.** (March 18) Panel on "Locating and Selling Foreign Markets, 2:30-4:30 p.m. Moderator: Eugene M. Braderman, Director, Bureau of International Commerce, Sponsor: American University School of Business Administration.

18-19—Fourth Florida World Trade Conference, San Carlos Hotel, **Pensacola, Fla.** Speakers: (18th) Claude W. Courand, Bureau of International Commerce; (19th) Daniel L. Goldy, National Export Expansion Coordinator; E. E. Schnellbacher, Bureau of International Commerce. Sponsors: Florida State Chamber of Commerce; Florida Ports and Foreign Trade Council.

19—Conference for Corporation Executives, School of Advanced International Studies, Johns Hopkins University, **Washington.** Speaker: Eugene M. Braderman, Director, Bureau of International Commerce.

19—Export Seminar, Chamber of Commerce, **San Fernando, Calif.** Sponsors: Chamber of Commerce; Field Office, Department of Commerce.

19—Export Promotion Workshop, 9:30 a.m.-3:30 p.m., Chamber of Commerce, **Los Angeles.**

19—Export Workshop, Chamber of Commerce, **Des Moines, Iowa.** Sponsors: Field Office, Department of Commerce; Greater Des Moines Chamber of Commerce.

23—Export Expansion Seminar, **Orlando, Fla.** Sponsors: Central and North Florida REEC; Mid-Florida Technical Institute; Field Office, Department of Commerce.

23—"Show You" In-Office Workshop on Export Expansion Field Office, **St. Louis.** Sponsors: REEC; World Trade Club.

23—In-Office Workshop For New Exporters, Federal Office Bldg., **Kansas City.** Sponsors: REEC; Field Office, Department of Commerce.

23—"First Step" Export Workshop, Third National Bank, **Nashville, Tenn.** Sponsors: Third National Bank; Field Office, Department of Commerce.

23-25—48th Annual Conference, International Executives Assn., Hotel Statler Hilton, **New York.** Speaker: E. E. Schnellbacher, Bureau of International Commerce.

24—In-Office Conference on "Profits in Export Trade," 10 a.m., Field Office, **Philadelphia.** Sponsor: Field Office, Department of Commerce.

24—In-Office Export Conference, Field Office, **Minneapolis.** Sponsors: Field Office, Department of Commerce; REEC.

24—World Trade Seminar, Town House, **Kansas City.** Sponsors: REEC; Field Office, Department of Commerce; Chamber of Commerce.

24—In-Office Export Finance and Insurance Seminar, Field Office, **San Francisco.**

24—"Principles and Techniques in Exporting," 1st of eight weekly sessions, **Torrington, Conn.** Sponsors: REEC; Chamber of Commerce; State Board of Education; Department of Commerce.

25—Narragansett Conference on Industrial Modernization. Sheraton-Biltmore Hotel, **Providence.** Speaker: James F. Collins, BDSA. Sponsor: Department of Commerce.

25—World Trade Club, monthly dinner meeting, Fred Harvey's Restaurant, **St. Louis.**

25—Export Procedures Course, Hotel Continental, **Kansas City, Mo.** Sponsors: Field Office, Department of Commrece; International Trade Club of Kansas City.

25—In-Office Export Conference, 10:30 a.m., Field Office **Miami.** Sponsors: Field Office, Department of Commerce; REEC.

26—In-Office Seminar, Field Office, **Los Angeles.**

27—6th Annual Congress of the Michigan Assn. of the Professions, Pantlind Hotel, **Grand Rapids, Mich.** Speaker: Dr. Andrew W. Brimmer, Asst. Secretary of Commerce for Economic Affairs.

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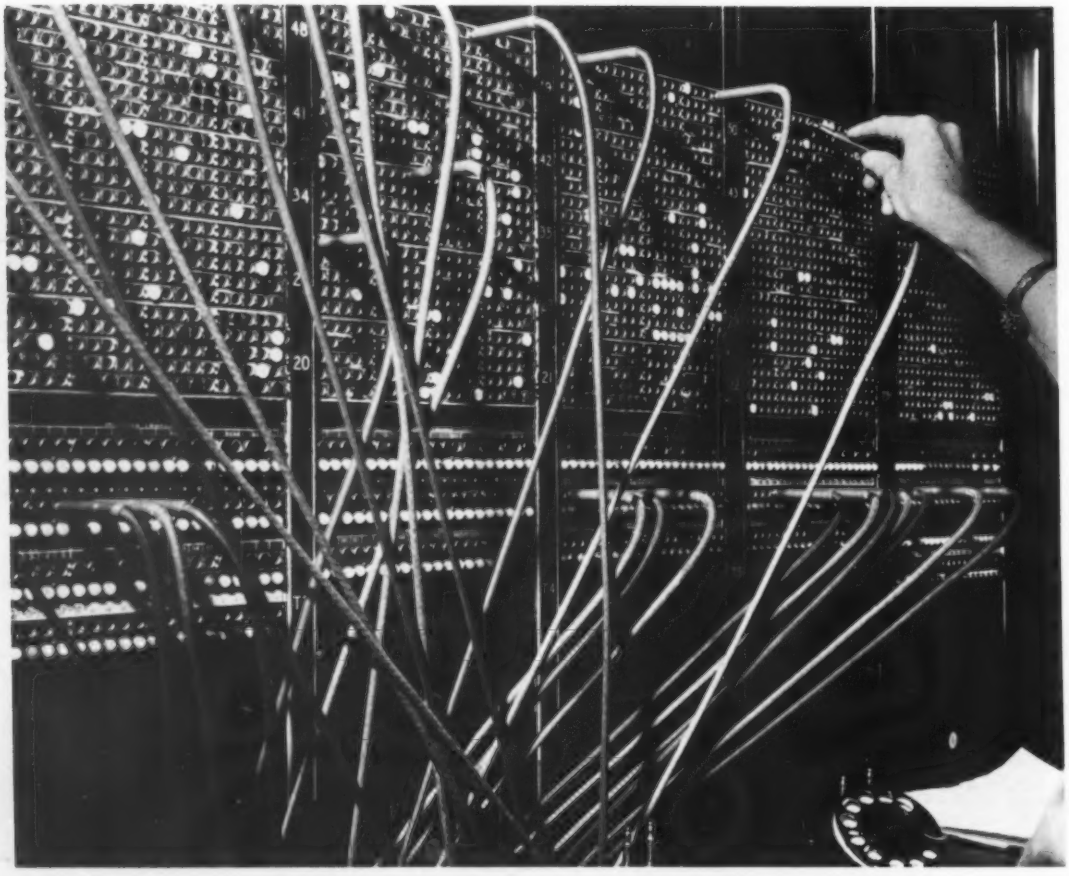

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